



State of Louisiana

Department of Health and Hospitals
Center for Preventive Health
May 4, 2010

TO: LA WIC VENDORS

FROM: TRICIA GUIDROZ, MA
LA WIC VENDOR MANAGER

RE: ENFAMIL ENFAGROW PREMIUM NEXT STEP POWDER

Periodically, Mead Johnson provides products packaged as retail promotional items. We have been notified that beginning April 1, 2010, Mead Johnson began shipping a 28.8 oz promotional powder size of Enfagrow™ PREMIUM™ Next Step® toddler formula. This item will be available on a temporary basis. Depending on the size of the retailer, this item is expected to be on the shelf for 8-12 weeks.

Since the promotional items are temporary coupled with the fact that WIC food instruments are issued three months at a time, the WIC participants will only have the current size (24 oz) printed on their food instrument(s). WIC participants must be allowed to purchase either the current size (24 oz) or the promotional size (28.8 oz), depending on the availability at the Vendor location, but **MUST** purchase the "quantity" printed on the food instrument.

It is optional as to whether or not LA WIC Authorized Vendors stock this infant formula.

Should you have any questions concerning this matter, please feel free to contact us at (504) 361 – 6725.