

Announcement 2/01/16

The Words 'Expert Care' are being removed to some Similac products as well as Alimentum can size change

Contact: Karen Henry

Abbot is making changes to three formulas (Similac Neosure, Similac for Diarrhea, and Similac Alimentum) around April of this year. For the Similac Neosure and Similac for Diarrhea and Alimentum (ready to feed) the word “Expert Care” will be removed from products as well as the label look will change. There will be no change to the formulation, reconstituted ounces, price or UPC of the products. The earliest these products will be on shelves is April, however, depending on a store’s storage of product, the new cans may not be seen on shelves in some stores until the end of the year. Both old and new names are currently printing on the checks to accommodate the change.

For Alimentum powder, in addition to having the words “Expert Care” removed from the title, the can size is changing to a smaller size (from 16 oz to 12.1 oz) which will increase the number of cans participants will receive. **Because the number of cans allowed is changing, when participants start seeing the new can size of the Alimentum powder, they will have to change checks to receive the correct amount of formula.** New packages are built for the most common Alimentum powder packages that specify “New April 2016” in the title. Due to three months issuance, please begin letting participants know that they may start seeing the new can size later this year. **Please let them know they can switch out their checks if start to see the new can size.** More details as well as a handout with the new label look are included on the attachment labeled **Abbott WIC Update.pdf**. Thank you.



Dear State WIC Agencies,

January 4, 2016

This letter is to provide you an update on Abbott Nutrition Changes occurring in the beginning of 2016.

As you may be aware, the FDA mandated that by June of 2016 all infant formulas must contain a minimum of 2.0 micrograms (µg) selenium/100 kilocalories. All Abbott infant formulas and labels meet this requirement.

Similac NeoSure (All NeoSure Products), Similac for Diarrhea (only available in Ready to Drink), and Similac Alimentum (Ready to Drink): These products will be undergoing a label change that will not impact the formulation, reconstituted ounces, price, or UPC. The new labels will flow onto retailers’ shelves beginning March 2016. Please note the words “Expert Care” are being removed from these products.

Similac Alimentum (Powder): The current 16 oz powder can is being converted to a 12.1 oz powder can. This new size yields 87 reconstituted fluid ounces and makes the product available via both the “round up” and “monthly” issuance allocations. In order to make this a smoother transition, the product will have a new UPC code and will be a hard reset onto retailers’ shelves. The current anticipated reset date for larger retailers is provided below as well as comparison information between the current and new Alimentum powder can.

Alimentum Powder	16.0 oz Can	12.1 oz Can			
Weight (oz)	16.0	12.1			
UPC (unit)	070074576640	070074647128			
Recon Ounces	115	87			
Price (List to Truckload)	\$26.94 – \$32.55	1-349 cases	350-999	1000-39,999	40,000+
		\$27.55	\$23.24	\$23.01	\$22.67
WIC Allocation	Varied	Age (in months)	Non-Breastfeeding	Partially Breastfeeding	
		0	10	0-1	
		1-3	10	Up to 5	
		4-5	11	Up to 6	
		6-11	8	Up to 4	

Retailer	Alimentum Powder Reset Date
Abold	Month of May 2016
HEB	5/2/2016 – 5/6/2016
Kroger	6/27/2016 – 7/1/2016
Meijer	Month of April 2016
Publix	Month of May 2016
SuperValu	5/2/2016 – 5/6/2016
Wakefern/ ShopRite	5/2/2016 -5/16/2016
Walmart	5/16/2016 – 5/20/2016
Wegmans	Month of May 2016



We recognize that the transition for Alimentum powder will require a change in the formula allocation provided by WIC and are committed to assisting states through this transition. Please find before and after images of the products below for educational purposes. If your state agency is interested in obtaining tearpads depicting before and after images that can be shared with participants (see page 3/4), please reach out to Beatrice Okatch at Beatrice.Okatch@abbott.com or (614) 624-3443 with your request or any additional questions.

Best Regards,

Kori Stenzel
 Manager, WIC Contracts

New Item UPC Number	Product	Form/Size	New Labels Ship
No Change	Similac NeoSure	Powder 13.1oz Can	April 2016
No Change		Ready To Feed 1 QT Bottle	April 2016
No Change		Ready To Feed 2oz Bottles (8 pack)	April 2016
No Change	Similac for Diarrhea	Ready To Feed 1 QT Bottle	March 2016
No Change		Ready to feed 8 oz Can	March 2016
070074647128	Similac Alimentum	Powder 12.1 oz Can	April 2016
No Change		Ready To Feed 1 QT Bottle	April 2016
No Change		Ready to feed 8 oz Can	June 2016



Beginning April 2016



Similac

New Look



13.1oz



13.1oz

New Look and New Size



16oz



12.1oz

Desde abril de 2016



Similac

Nueva presentación



13.1oz



13.1oz

Nueva presentación y nuevo tamaño



16oz



12.1oz