

## **Announcement 03/18/2019**

### **Gerber Good Start Gentle and Soy Concentrate Size Change**

Gerber is changing the look and size of their Good Start Gentle and Good Start Soy concentrate infant formulas in May. These concentrates are going from a 12.1 oz carton to a 8.1 oz carton. Both formulas are currently non-contract formulas so very few participants are on them. Starting the beginning of May, the new concentrate size will be available in HANDS in the Special infant packages. As affected clients start to see the new packaging, their benefits can be switched over to the new concentrate size. Both concentrate sizes will be available in HANDS for a few months before the older/current concentrate size is removed. For official announcement from Gerber about this change, please see below. Thank you.



**Gerber Products Company**

1812 N. Moore Street  
Arlington, Virginia 22209

Tina Ewing  
Director, WIC Business Strategy

January 8, 2019

Re: Gerber® Good Start® Infant Formulas Pack-Size Change

To our valued WIC partner:

The following WIC-eligible Gerber® Good Start® infant formulas will undergo an update effective 5/1/19. This change includes a package size reduction, reduced reconstituted ounces, UPC change, name change and graphics update. There is no change to the price per ounce.

Current Product Description	Current Unit UPC	Current Pack Size	Current Reconstituted Ounces
Gerber® Good Start® Gentle Concentrate	050000216710	12.1oz	24.2oz
Gerber® Good Start® Soy Concentrate	050000034581	12.1oz	24.2oz

New Product Description	New Unit UPC	New Pack Size	New Reconstituted Ounces
Gerber® Good Start® GentlePro Concentrate	050000829897	8.1oz	16.2oz
Gerber® Good Start® Soy Concentrate	050000338689	8.1oz	16.2oz

**Graphics Change\***

Current

**New Effective 5/1/19**



\*For illustration purposes only



As a result of the reconstituted ounce change, the monthly unit count issuance will also adjust.

Infant Formula WIC Package					
Infant Age	Infant Package	Reconstituted Ounces Full Nutrition Benefit	Reconstituted Ounces Maximum Allowance	Current Units Maximum Allowance	New Units Maximum Allowance
0-3 Months	Fully Formula I	806	823	34	50
4-5 Months	Fully Formula I	884	896	37	55
6-11 Months	Fully Formula II	624	630	26	39*
0-1 Months	Partially Breast Feeding I	104	104	4	6
1-3 Months	Partially Breast Feeding I	364	388	16	23
4-5 Months	Partially Breast Feeding I	442	460	19	28
6-11 Months	Partially Breast Feeding II	312	315	13	19**

*\*rounding required for this food package – units to be issued in each month: 39, 39, 39, 39, 38, 38*

*\*\* rounding required for this food package – units to be issued in each month: 20, 20, 19, 19, 19, 19*

Feel free to cascade this notification to your Nutrition Leads and Teams who manage food lists and communication to your local agencies. We will contact those persons directly over the next two weeks to provide all the needed resources to update WIC participants of these changes.

For questions, please contact me via phone (973-615-4252) or e-mail (tina.ewing@us.nestle.com).

We are making other changes to our portfolio this year and will provide written notification of these changes in the coming weeks. We appreciate your continued support.

Best Regards,

Tina Ewing  
 Director, WIC Business Strategy