



State of Louisiana

Department of Health and Hospitals

Center for Preventive Health

May 16, 2011

TO: LA WIC VENDORS
FROM: TRICIA GUIDROZ, MA
LA WIC VENDOR MANAGER
RE: PEDIASURE (8 COUNT)

Louisiana WIC has been informed by Abbott Nutrition about a promotional value package size for PediaSure® Vanilla (not Fiber) and PediaSure® Strawberry. This value package is an 8-count of PediaSure for the retail cost of a 6-count. **It is optional for Louisiana WIC Vendors to stock this food item.**

This limited time promotion will be available at select retailers (currently: Wal- Mart, Albertsons LLC, & Brookshire Brothers) and other select locations for the next several weeks. Depending on the size of the retailer, the promotional package size is expected to be on shelves for 8-12 weeks. It should be noted that PediaSure in the 6 Pack is still available during this time.

WIC participants will continue to have PediaSure issued in multiples of six (6) on their food instruments. WIC State Agency is authorizing WIC participants to purchase PediaSure in either the six (6) count or the eight (8) count packaging dependent upon product's availability at the time of purchase. The participant shall not be charged extra for selecting the 8 count PediaSure package. The participant is allowed to purchase the 8 pack PediaSure promotional item if it is in stock at your store(s).

Please see the below information for UPC codes and a product image of the value pack.



PediaSure Vanilla 8-count UPC



PediaSure Strawberry 8-count UPC

