



July 24, 2024

Vendor News Flash

Temporary Alternative Brand Formulas Available

Last week, we notified vendors that Mead Johnson, the makers of Enfamil, notified Texas WIC of severe damage to its distribution center in Mt. Vernon, Indiana due to a tornado that could result in temporary supply challenges of standard WIC sizes of Enfamil A.R., Enfamil Gentlease, and Enfamil Reguline.

On Saturday, July 20, Texas WIC temporarily authorized the redemption of additional Enfamil products through August 31, 2024. Beginning Thursday, July 25, 2024, we will also make available alternative brand formulas that are comparable to Enfamil Gentlease when the contract formula is not available through August 31, 2024. If your orders for standard contract formula from Mead Johnson have been allocated or cancelled, the alternatives listed below can be ordered instead.

When Gentlease 12.4 oz is not available, WIC customers can:

1. Return to the WIC clinic to have their benefits updated to one of the larger size subcats below, which now also includes alternative brand formulas.
2. Select one of the alternative brands listed under subcat 668 below at the store, without needing to return to the WIC clinic.

When Enfamil A.R. 12.9 oz or Enfamil Reguline 12.4 oz is not available, WIC customers can return to the WIC clinic to have their benefits updated to the larger size Enfamil A.R. or Enfamil Reguline.

Over the next few days, Texas WIC will be updating the APL to include the products below through August 31, 2024. In order to expedite availability of alternative options, it is essential for all vendors to **download the APL every evening, starting today.**

This institution is an equal opportunity provider.



Temporary Alternatives Effective Through August 31, 2024

UPC	Alternate Options
WIC Temporary Product: ENFAMIL A.R. PWD 19.5 oz (712) - NTE \$47.44	
300870201652	ENFAMIL A.R. PWD 19.5OZ
WIC Temporary Product: ENFAMIL A.R. PWD 27.4OZ (691) - NTE \$62.60	
300875126424	ENFAMIL A.R. PWD 27.4OZ
WIC Temporary Product: ENFAMIL A.R. PWD 30.4OZ (684) - NTE \$68.55	
300875100967	ENFAMIL A.R. PWD 30.4OZ
WIC Product: ENFAMIL GENTL PWD 12.4OZ (668) - NTE \$23.55	
070074626000	SIM TOTAL COMF PWD 12.6OZ
070074575414	SIM SENSITIVE PWD 12.5OZ
683744964861	GRB GS STHPRO PWD 12.0OZ
WIC Temporary Product: TEMP GENTLE PWD 19-21OZ (713) - NTE \$47.44	
300875119785	ENF GENTLEASE PWD 19.9OZ
300875121191	ENF NEU GENTL PWD 19.5OZ
300875124529	ENF SENSITIVE PWD 19.5OZ
WIC Temporary Product: TEMP GENTLE PWD 27.4OZ (714) - NTE \$62.60	
300875121214	ENF NEU GENT PWD 27.4OZ
WIC Temporary Product: TEMP GENTLE PWD 29-31OZ (715) - NTE \$68.55	
300875121238	ENF NEU GENTL PWD 30.4OZ
300875124543	ENF SENSITIVE PWD 29.4OZ
070074629520	SIM SENSITIVE PWD 29.8OZ
WIC Temporary Product: TEMP GENTLE PWD 32-34OZ (716) - NTE \$40.69	
194346051168	PC GENTLE PWD 34OZ
194346038633	PC GENT PREM PWD 34OZ
681131045568	PC SENS PREM PWD 34OZ
041220361519	HEB GENTLE PWD 32.8OZ
041220164646	HEB GENT PREM PWD 33.2OZ
041220649495	HEB SENS PREM PWD 33.2OZ
085239979952	UPUP SENS PREM PWD 34OZ
085239987643	UPUP GENT PREM PWD 34OZ

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036800497436	TT GENT PREM PWD 33.2OZ
036800496644	TT SENS PREM PWD 33.2OZ
041260017933	COM GENT PREM PWD 33.2OZ
WIC Temporary Product: ENF NEU GENTL PWD 35.2OZ (698) - NTE \$75.70	
300875127506	ENF NEU GENTL PWD 35.2OZ
WIC Product: ENF NEU GENTL RTU 32OZ (669) - NTE \$14.60	
300875115626	ENF NEU GENTLEASE RTU 32OZ
WIC Product: ENF NEU GENT RTU (8OZ-6PK)48OZ (673) - NTE \$23.78	
300875103418	ENF NEU GENT RTU (8OZ-6PK)48OZ
WIC Temporary Product: ENFAMIL REGUL PWD 19.5OZ (711) - NTE \$47.44	
300875111574	ENFAMIL REGLINE PWD 19.5OZ

Should you have any questions regarding this Vendor News Flash or any challenges purchasing formula, please contact the Vendor Management Unit's Vendor Outreach Branch at WICVendorRelations@hhs.texas.gov or 1-800-252-9629.

Find more WIC vendor resources on our [website](#).