



February 20, 2023

Vendor News Flash

Voluntary Recall of Two Batches of Enfamil ProSobee Simply Plant-Based Infant Formula

Reckitt, the parent company of Mead-Johnson, has initiated a proactive, voluntary recall of two select batches of Enfamil ProSobee 12.9oz. Simply Plant-Based Infant Formula manufactured between August 2022 and September 2022. Reckitt is voluntarily recalling these products due to the possibility of cross-contamination with *Cronobacter sakazakii*. No illnesses or adverse events have been reported.

The batches in question can be identified by the number on the bottom of the can. Recalled product batches are ZL2HZF and ZL2HZZ with a UPC Code of 300871214415 and a "Use by Date" of "1 Mar 2024." The recall involves approximately 145,000 cans.

Information on the recall and specific lot codes are in the link [here](#).

WIC participants have the same rights as all other consumers under this recall and should be treated like all other customers. Vendors should not try to determine whether a product was purchased with WIC benefits as a part of the exchange process. Vendors should follow up with Reckitt and/or Mead Johnson for instructions on how to handle the recall. Please keep in mind that the reconciliation of cost for the formula is between the grocery store and Reckitt.

Texas WIC is ready to assist our vendor partners. For questions regarding this Vendor News Flash, 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](#).