

# Catch them at the Hotel!

If you can't get to parents in hospitals or in the home, you can now catch them at a hotel!

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PLANTERS INN  
circa 1844

ACCOMMODATIONS  
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PENINSULA GRILL  
ABOUT CHARLESTON

## RESERVATIONS

Planters Inn [Travel Agents](#)

### Packages

#### The Baby's on the Way 4 Days / 3 Nights

Our "babymoon" package offers a great opportunity for the expecting couple to have one last trip before the family grows.

Check in Jan 8 2008  
Adults 1 Children 0  
[Check Availability](#)

The Baby's on the Way package includes three nights' accommodation in a luxury guest room or suite, as well as Peninsula Grill's gourmet Signature Breakfast for two each morning. Upon your arrival, you will find a basket of Charleston specialty gifts and bottled water for your enjoyment, as well as a signature Planters Inn teddy bear for the enjoyment of your growing family. A jar of pickles for the expectant mother and a cigar and cognac for the father-to-be are included as "tongue-in-cheek" gifts. Nestle, upon learning of this package, has included a stylish insulated backpack complete with baby formula, a baby bottle, and information on infant care.

We offer a selection of movies for a quiet evening together, as well as extra pillows or a body pillow. Evening turndown service is enhanced with gourmet ice cream for the expectant mother and a slice of Peninsula Grill's renowned coconut cake for the father.

We include a one-hour massage on a specially designed pillow with a

As this Charleston Hotel in South Carolina, USA promotion clearly shows, Nestlé has found another route to get to parents.

When dad and pregnant mom check in under *The Baby's on the Way* 4 Days/3 Nights package, they will find, among other gifts, a *stylish insulated backpack* (supplied by Nestlé) complete with baby formula, a baby bottle and information on infant care.

Website viewed 8 Jan 2008

Upon questioning Nestlé on this promotion, ICDC was informed on 18 Jan "that this is not a Nestlé promotion, but something done by the hotel and a PR agency in New York..." Nestlé's headquarters goes on to say that since the formula had expired it has now been removed from the bags and the hotel is only giving out bags and non-formula items (sic).

Now the promotional page (left) still welcomes parents-to-be but the paragraph on Nestlé has been expunged.

Website viewed 18 Jan 2008

## Post monitoring clean-up

The Baby's on the Way package [Check Availability](#)

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## ICDC is following-up with Nestlé,

- because giving out samples of formula is a Code violation
- giving expired formula is worse
- giving a backpack is also a Code violation