Catch them at the Hotel!

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.

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.

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