



## Memorandum

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**#10-049**

**TO:** Regional Medical Directors for  
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** April 23, 2010

**SUBJECT:** New Packaging for 8<sup>th</sup> Continent Soy Milk

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The packaging for 8<sup>th</sup> Continent soy milk is changing. Attached you will find a copy of the new packaging which is expected to be on store shelves in May. **If this attachment is too large or complex, it will be sent via email instead of posted to the web.**

The graphics and colors are very different from the current soy milk shown on the *Texas WIC Shopping Guide (WIC-34 and WIC-34a)*. When issuing soy milk food packages, please provide a copy of the new packaging to the participant to help them find the WIC approved soy milk.

If you have any questions or require additional information about the changes, please contact Paula Kanter, Clinical Nutrition Specialist, at (512) 341-4574 or [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us).

Attachment

8th  
CONTINENT  
SOYMILK

Original

# 8th CONTINENT SOYMILK

Original



A good source of protein.  
Lactose and gluten free.  
Leche de soya.

MAKE IT A HEALTHY DAY



- Excellent source of calcium
- Made from U.S. grown soybeans
- Made from soybeans not genetically engineered
- May reduce the risk of heart disease\* and high blood pressure and stroke\*
- American Heart Association certified

MAKE IT A CREATIVE DAY  
SUBMIT YOUR SUN

WE'RE GIVING \$100,000  
TO SCHOOLS



Send in your own sun for a chance to be featured on our carton and win \$100K in art supplies for your school. For more details and to vote for your favorite, visit [www.8thContinent.com/Sun](http://www.8thContinent.com/Sun)

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HALF GALLON (1.89L)