



Greetings Members!

Minimum Wage Increase

Please be advised that as of September 30th, the minimum wage in Florida will increase by \$1 to \$11 per hour. This is due to a constitutional amendment that was approved in 2020 to gradually increase the minimum wage to \$15 per hour by the year 2026. For more information and for a link to updated posters (which will be available by September 30), please see below.

Infant Formula WIC Substitutions

We are aware that many grocery stores continue to experience shortages on certain brands of Infant Formula. Accordingly, the Department of Health has issued notices of substitutions that are allowed for certain brands. For details, see below.

Tropical Storm Fiona

Finally, we are currently tracking Tropical Storm Fiona in the Atlantic. While this storm currently poses no threat to Florida, we remain vigilant and will update with any changes. In addition, it's a reminder that we are still in the middle of an active Hurricane Season.

Thank you for all that you do for Florida and as always, please do not hesitate to reach out if we can be of any assistance!

Lorena A. Holley
Vice President & General Counsel

Important Information for WIC Grocers

From the Department of Health: Due to low availability in stores, clients who are assigned **Similac Sensitive RTF (1 QT/32 fl. oz.)** in their EBT food package will **TEMPORARILY** be able to purchase two other sizes of a similar product, listed below:

Product	Product Description	UPC
Similac Sensitive 360 Total Care	Pack of 6 – 8 fl. oz. bottles (48 oz)	070074681597

Similac Sensitive 360 Total Care	Box of 12 – 2 fl. oz. bottles (24 oz)	070074681535
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Clients who are assigned Enfamil NeuroPro Gentlease Powder and **Enfamil Infant NeuroPro Powder** in their EBT food package will **TEMPORARILY** be able to purchase two other sizes of a similar product.

Product	Product Description	UPC
Enfamil Infant NeuroPro Powder	36.4 oz	00300875127483
Enfamil NeuroPro Gentlease Powder	35.2 oz	00300875127506

Florida's Minimum Wage to Increase to \$11 per Hour Beginning September 30th

As part of the Constitutional Amendment passed by voters in the 2020 election, Florida's minimum wage is set for an increase. **Effective September 30, 2021 the state minimum wage will increase from \$10 per hour to \$11 per hour.**

In accordance with the amendment, the minimum wage is set for annual increases on the path to a \$15 minimum wage by September 30, 2026. The requirement applies to both public and private employers, regardless of size. In addition to increasing pay, Florida employers also face posting obligations to reflect the new amounts. Posters that comply with the posting requirement will be available by September 30th and can be found [here](#).

[Learn More](#)

Upside

GetUpside rebrands as Upside Raises \$165M Series D to Transform Brick and Mortar Commerce

GetUpside, the retail technology company rebranded as Upside, announced that it has raised \$65 million in equity financing and \$100 million in debt financing from General Catalyst with participation from existing investors including Bessemer Ventures and Builders VC. This latest round brings Upside's valuation to \$1.5 billion.

Upside is a two-sided marketplace platform that drives proven, incremental profit to businesses, while at the same time giving users more purchasing power on the things they need everyday. Over 50,000 grocery stores, restaurants, gas stations and convenience

stores across the country have partnered with Upside, and 30 million consumers have access to Upside offers through its app and partner apps. To date, Upside has driven \$550 million back into local communities, and has committed 1% of all revenue to sustainability initiatives related to its areas of operation.

[Learn more](#)

Recalls & Safety Alerts

No New Food & Beverage Recalls Issued by the FDA This Week

[FDA Recalls](#)



Does Your Current Workers Comp Policy Pay Dividends? Ours Does.

The Florida Retail Federation's For-Profit subsidiary, FRF Services, Inc. provides insurance coverage for members of the Florida Retail Federation's Food Industry Council. Specialty programs have been created for the retail grocery industry to cover your business and offer a premium dividend on your Workers' Compensation insurance coverage. Contact Jon Stolp at jstolp@frfinsurance.com or [click here](#) for more information or to request a quote today.

Interested in Becoming a Member of the Food Industry Council?

Florida Retail Federation has represented Florida's grocers for more than 80 years. We lead the way in educating, assisting, and advocating on behalf of Florida's grocers.

FIC has proven success in promoting business friendly practices while protecting Florida's retailers from unfavorable policy. We assist member companies in navigating regulatory issues and provide support and assistance during declared states of emergency and natural disasters. What is important to you is important to us. We are here to work for you.

For more information contact Lorena Holley at lorena@frf.org or (850)222-4082.

