



May 16, 2018

WIC Announces New End Date for Three Cereals

Texas WIC is extending the end date, for three cereals, from June 30, 2018 until the end of the year. After discussions with General Mills, Vendor Management and Operations (VMO) decided to allow WIC participants to redeem the three cereals, listed below, until December 31, 2018. On January 1, 2019, these cereals will be removed from the Authorized Product List (APL).

Cereal			
UPC	Brand Name	Product Name	Size
00000016000176829	GENERAL MILLS	CHEERIOS BOX	36 OZ
00000016000442894	GENERAL MILLS	CHEERIOS MULTI GRAIN BOX	36 OZ
00000016000176348	GENERAL MILLS	DORA THE EXPLORER BOX	18 OZ

VMO is ready to assist our vendor partners should you have any questions regarding the specifics of this Vendor News Flash. Please contact the Monitoring Oversight Group at wicmonitoringoversight@hsc.state.tx.us.