



May 19, 2021

Vendor News Flash

UPC Update for General Mills Cereals

General Mills will have the following cereal UPC changes effective in the WIC APL on **June 1, 2021**:

OLD UPC Discontinued Dec. 31, 2021	NEW UPC Effective June 1, 2021	Product/Brand Name	Package Size (oz)
0-1600027528-7	0-1600017003-2	Cheerios	18.0
0-1600048771-0	0-1600016875-6	Multi Grain Cheerios	18.0
0-1600048797-0	0-1600017108-4	Corn Chex	18.0
0-1600048795-6	0-1600017102-2	Rice Chex	18.0
0-1600062570-9	0-1600017104-6	Kix Original	18.0
0-1600013975-6	0-1600016966-1	Kix Berry Berry	18.0
0-1600013973-2	0-1600016962-3	Kix Honey	18.0

In addition, to manage the change to your inventory, the old UPCs will be available in the APL for purchase until December 31, 2021.

Texas WIC is ready to assist our vendor partners. Should you have any questions regarding this Vendor News Flash, please contact the Vendor Management Unit's Compliance Oversight Branch at WICUPC@hhs.texas.gov. Find more WIC vendor resources on our website at bit.ly/TexasWICVendors.