



November 4, 2021

## **Vendor News Flash**

### **Texas WIC Approves New Breakfast Cereals**

The Texas WIC program is pleased to announce five new breakfast cereals for WIC participants when they become available on **January 1, 2022** or later. Post Honey Bunches of Oats is converting their 14.5-ounce packages to 12-ounce packages, which makes them WIC eligible in Texas. The new UPCs listed below have been already added to the authorized product list (APL).

<b>ITEM</b>	<b>UPC</b>
Post Honey Bunches of Oats with Vanilla Bunches 12 oz.	884912377142
Post Honey Bunches of Oats Maple & Pecans 12 oz.	884912359421
Post Honey Bunches of Oats with Cinnamon Bunches 12 oz.	884912359414
Post Honey Bunches of Oat Honey Roasted 12 oz.	884912359155
Post Honey Bunches of Oats with Almonds 12 oz.	884912359162

This institution is an equal opportunity provider.



As a reminder, WIC authorized breakfast cereals must be in 12-, 18-, 24-, or 36-ounce packages.

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 [WICMonitoringOversight@hhsc.state.tx.us](mailto:WICMonitoringOversight@hhsc.state.tx.us) or 800-252-9629. Find more WIC vendor resources on our website at [bit.ly/TexasWICVendors](http://bit.ly/TexasWICVendors).