



January 4, 2021

Vendor News Flash

Texas WIC Approves New Breakfast Cereals

The Texas WIC program is pleased to announce four new breakfast cereals will be available for WIC participants to purchase, **beginning January 4, 2021.**

ITEM	UPC
Sesame Street C is for Cinnamon 18 oz.	016000170070
Sesame Street 123 Berry 18 oz.	016000170094
Sesame Street C is for Cinnamon 12 oz.	016000170117
Sesame Street 123 Berry 12 oz.	016000170124

On or after January 4, 2021, vendors will need to **download the Approved Product List** (APL) to sell the newly WIC approved cereals to WIC participants.

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 or 800-252-9629. Find more WIC vendor resources on our website at bit.ly/TexasWICVendors.