November 13, 2019 – Rev. 11/19/19

Vendor News Flash

Brand Name Changes from Shurfine® to Food Club®
Yogurt and Whole Wheat Pasta

Texas WIC announces the following changes to the FY2020 “Choose These Brands” category:

The Shurfine® brand of yogurt (32 oz.) and whole wheat pasta (16 oz.) will change to the Food Club® brand. The manufacturer should complete its transition by the end of next year’s first quarter.

Starting November 15, 2019, participants may redeem Food Club’s® UPCs listed in the table below.

<table>
<thead>
<tr>
<th>Category</th>
<th>Old Brand</th>
<th>UPC</th>
<th>Description</th>
<th>Size</th>
<th>New Brand</th>
<th>UPC Replacement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pasta</td>
<td>Shurfine</td>
<td>15400873253</td>
<td>100% Whole Wheat Spaghetti</td>
<td>16</td>
<td>Food Club</td>
<td>36800417274</td>
</tr>
<tr>
<td>Pasta</td>
<td>Shurfine</td>
<td>15400873260</td>
<td>100% Whole Wheat Penne Rigate</td>
<td>16</td>
<td>Food Club</td>
<td>36800417281</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Shurfine</td>
<td>15400816618</td>
<td>Plain Lowfat Yogurt</td>
<td>32</td>
<td>Food Club</td>
<td>36800454934</td>
</tr>
<tr>
<td>Yogurt</td>
<td>Shurfine</td>
<td>15400816625</td>
<td>Vanilla Lowfat Yogurt</td>
<td>32</td>
<td>Food Club</td>
<td>36800201361</td>
</tr>
</tbody>
</table>

As a reminder, yogurt and whole wheat pasta are not Least Expensive Brand (LEB) food items. It is not necessary to submit a LEB change request form.

Participants may redeem Shurfine’s® UPCs through September 30, 2020.
Texas WIC Shopping Guide revision
effective on November 15, 2019

Texas WIC will NOT reprint the Texas WIC Shopping Guide with the new information. We encourage you to print this information for your stores and employees.

Yogurt
Choose These Brands
- Children 2 to 5 Years Old and Women
- Low-fat and nonfat yogurts
- 2 lb. (32 oz./907g) containers
- Best Choice – Low-fat Strawberry, Vanilla, Light Plain
- Coburn Farms – Low-fat Plain
- Donna – Low-fat Plain, Vanilla, Nonfat Plain
- Food Club – Low-fat Plain, Vanilla
- Great Value – Low-fat Peach, Strawberry, Strawberry Banana, Vanilla, Nonfat Plain
- H-E-B Blended – Low-fat Peach, Plain, Strawberry, Vanilla
- Hill – Low-fat Peach, Strawberry, Vanilla, Nonfat Plain
- Hill Country Fare – Low-fat Plain, Vanilla
- Kroger – Low-fat Plain, Nonfat Plain
- LALA – Low-fat Plain
- Lucerne – Low-fat Peach, Strawberry, Nonfat Plain
- Mountain High – Low-fat Plain, Vanilla, Fat-free Plain
- Shurfine – Low-fat Plain, Vanilla
- Simple Truth Organic – Low-fat Plain
- Stonyfield – Low-fat Plain, Vanilla, Nonfat Plain, Vanilla
- Yoplait – Low-fat Blueberry, Peach, Strawberry, Strawberry Banana, Vanilla, Nonfat Plain

Whole-Wheat Pasta
Choose These Brands
- 16 oz. (1 lb.) box or bag
- 100% whole-wheat
- Any shape such as elbows, penne, rotini, shells, spaghetti or spirals
- Barilla
- Central Market Organic
- Food Club
- Full Circle Organic
- Great Value
- H-E-B
- H-E-B Organics
- Hodgson Mill
- Kroger
- O Organics
- Racconto
- Ronzoni HealthyHarvest
- Shurfine
- Signature Select
- Simple Truth

If you have any questions, please contact VMO’s Monitoring Oversight Branch at WICMonitoringOversight@hhsc.state.tx.us.

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