



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.

Category	Old Brand	UPC	Description	Size	New Brand	UPC Replacement
Pasta	Shurfine	15400873253	100% Whole Wheat Spaghetti	16	Food Club	36800417274
Pasta	Shurfine	15400873260	100% Whole Wheat Penne Rigate	16	Food Club	36800417281
Yogurt	Shurfine	15400816618	Plain Lowfat Yogurt	32	Food Club	36800454934
Yogurt	Shurfine	15400816625	Vanilla Lowfat Yogurt	32	Food Club	36800201361

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
- Dannon** – 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
- Hiland** – 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
- |  |  |
|--|--|
| <p><b>Barilla</b></p> <p><b>Central Market Organic</b></p> <p><b>Food Club</b> ←</p> <p><b>Full Circle Organic</b></p> <p><b>Great Value</b></p> <p><b>H-E-B</b></p> <p><b>H-E-B Organics</b></p> <p><b>Hodgson Mill</b></p> | <p><b>Kroger</b></p> <p><b>O Organics</b></p> <p><b>Racconto</b></p> <p><b>Ronzoni HealthyHarvest</b></p> <p><b>Shurfine</b> ←</p> <p><b>Signature Select</b></p> <p><b>Simple Truth</b></p> |
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If you have any questions, please contact VMO's Monitoring Oversight Branch at [WICMonitoringOversight@hhsc.state.tx.us](mailto:WICMonitoringOversight@hhsc.state.tx.us).