



March 24, 2023

## Vendor News Flash

### **New Texas WIC Breakfast Cereal**

The Texas WIC program is pleased to announce new breakfast cereal options for WIC participants starting on **April 1, 2023**.

#### **Summary of Changes:**

<b>UPC</b>	<b>Product</b>
<b>016000189546</b>	Cheerios Multi Grain 20.6 oz
<b>016000275157</b>	Cheerios Multi Grain 9 oz
<b>016000125414</b>	Cheerios Original 20 oz
<b>016000163928</b>	Cheerios Original 21.7 oz
<b>016000189522</b>	Cheerios Original 28 oz
<b>016000275263</b>	Cheerios Original 8.9 oz
<b>016000170995</b>	Chex Cinnamon 19.2 oz
<b>013130006125</b>	Cream of Wheat 2 1/2 Minutes 28 oz
<b>038000271021</b>	Kellogg's Corn Flakes 25.2 oz
<b>038000269752</b>	Kellogg's Corn Flakes 9.6 oz
<b>038000269837</b>	Kellogg's Crispix 9.6 oz
<b>038000270864</b>	Kellogg's Frosted Mini-Wheats Original 14.5 oz
<b>038000269967</b>	Kellogg's Frosted Mini-Wheats Original 29.5 oz
<b>038000207501</b>	Kellogg's Frosted Mini-Wheats Original 32 oz

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UPC	Product
<b>038000249891</b>	Kellogg's Frosted Mini-Wheats Original 34 oz
<b>038000269851</b>	Kellogg's Special K Original 9.6 oz
<b>030000063545</b>	Life Multigrain Cereal - Original 13 oz
<b>030000571842</b>	Life Multigrain Cereal - Original 22.3 oz
<b>030000562376</b>	Life Multigrain Cereal - Original 24.8 oz
<b>884912116505</b>	Post Great Grains Banana Nut Crunch 15.5 oz
<b>884912006806</b>	Post Honey Bunches of Oats Honey Roasted 23 oz
<b>884912249272</b>	Post Honey Bunches of Oats Honey Roasted 28 oz
<b>884912006813</b>	Post Honey Bunches of Oats with Almonds 23 oz
<b>884912249265</b>	Post Honey Bunches of Oats with Almonds 28 oz
<b>030000319291</b>	Quaker Instant Grits - Original 21.7 oz
<b>030000568545</b>	Quaker Instant Grits - Original 9.8 oz
<b>030000567319</b>	Quaker Instant Oatmeal - Original 9.8 oz

To accommodate the above cereal additions, there will also be changes to the cereal subcategories as follows:

Cat/Sub-Cat	Current Description	New Description
<b>05-001</b>	CEREAL 18 OZ	CEREAL 14 - 23 OZ
<b>05-002</b>	CEREAL 24 & 36 OZ	CEREAL 24 - 36 OZ
<b>05-003</b>	CEREAL 12 OZ	CEREAL 12 - 13 OZ
<b>05-004</b>	<b>NEW</b>	<b>CEREAL UNDER 12 OZ</b>

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Vendor Management & Operations (VMO) 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 [WICCostContainment@hhs.texas.gov](mailto:WICCostContainment@hhs.texas.gov) or 1-800-252-9629. Find additional WIC vendor resources on our [website](#).