



December 7, 2023

Vendor News Flash

New Texas WIC Breakfast Cereals

The Texas WIC program is pleased to announce new breakfast cereal options for WIC participants. These items have been added to the APL and will be available in stores this winter. They will be added to shopping guide in the myWIC app and the myTexasWIC shopping app mid-December.

Summary of Changes:

Item	UPC
Kellogg's Complete Bran 11.6 oz.	038000293801
Kellogg's Complete Bran 19 oz.	038000293788
Cheerios Veggie Blends Apple Strawberry 18 oz.	016000200043
Cheerios Veggie Blends Blueberry Banana 18 oz.	016000200050

Please note, Kellogg's Complete Bran is replacing Kellogg's All-Bran Complete Wheat Flakes. Both items will remain on the APL during the transition.

Texas WIC is ready to assist our vendor partners. Should you have any questions regarding this Vendor News Flash, please contact the Vendor Outreach Branch at WICVendorInfo@hhs.texas.gov or 800-252-9629. Find more WIC vendor resources on our [website](#).