



July 25, 2022

Vendor News Flash

New Texas WIC Infant Cereal

The Texas WIC program is pleased to announce new infant cereal options for WIC participants starting on **October 01, 2022**. In addition to **Gerber** brand infant cereals, participants will be able to purchase **Beech-Nut** and **Earth's Best** infant cereals. See the new items below.

Item	UPC
Beech-Nut Corn Cereal 8oz	052200034774
Beech-Nut Oatmeal 8oz	052200034729
Beech-Nut Organic Oatmeal 8oz	052200034750
Earth's Best Organic Multigrain Cereal 8oz	023923900028
Earth's Best Organic Oatmeal 8oz	023923900172

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 WICCostContainment@hhs.texas.gov or 800-252-9629. Find more WIC vendor resources on our [website](#).