



October 13, 2022

## **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 **December 1, 2022**.

<b>Item</b>	<b>UPC</b>
Cheerios Oat Crunch Berry 18 oz	016000189157
Cheerios Oat Crunch Berry 24 oz	016000189140

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](mailto:WICCostContainment@hhs.texas.gov) or 800-252-9629.

Find more WIC vendor resources on our [website](#).