



July 20, 2023

## Vendor News Flash

### New WIC Foods and Updated Shopping Materials

The Texas WIC Shopping Guide and the Approved Foods Posters will be updated to include food options that have been added over the past year. These items became available to participants throughout the year, and most have already been announced in previous Vendor News Flash announcements.

Below is a comprehensive list of the new options which include more choices for brands of yogurt and breakfast cereal, and more choices for sizes of breakfast cereal and lactose-free milk.

UPC	Description
<b>Low-fat and Nonfat Yogurts</b>	
818290016140	Chobani Less Sugar LF Greek Yogurt Vanilla Cinnamon 32 oz
011110107176	Kroger Greek NF Plain
011110107169	Kroger Greek NF Vanilla
819393021574	LaLa LF Yogurt Mango
819393021567	LaLa LF Yogurt Strawberry
819393021581	LaLa LF Yogurt Vanilla
011110108296	Simple Truth Organic Greek NF Vanilla
011110107602	Simple Truth Organic LF Vanilla
070470407418	Yoplait LF Berry/Cotton Candy 8-4 oz cups
070470438269	Yoplait LF Strawberry Banana/Raspberry 8-4 oz cups
070470445182	Yoplait LF Strawberry/Blueberry 8-4 oz cups
070470461151	Yoplait LF Strawberry/Cotton Candy 8-4 oz cups
070470461168	Yoplait LF Strawberry/Strawberry Banana 8-4 oz cups
070470461182	Yoplait LF Trix Strawberry/Berry 8-4 oz cups
<b>Whole Milk Yogurts</b>	
011110108470	Kroger Greek Whole Milk Vanilla
011110107565	Kroger Whole Milk Plain

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<b>Breakfast Cereal</b>	
850024069312	Avelina Instant Rolled Oats 12 oz
016000189546	Cheerios Multi Grain 20.6 oz
016000275157	Cheerios Multi Grain 9 oz
016000125414	Cheerios Original 20 oz
016000163928	Cheerios Original 21.7 oz
016000189522	Cheerios Original 28 oz
016000275263	Cheerios Original 8.9 oz
016000170995	Chex Cinnamon 19.2 oz
013130006125	Cream of Wheat 2 1/2 Minutes 28 oz
038000271021	Kellogg's Corn Flakes 25.2 oz
038000269752	Kellogg's Corn Flakes 9.6 oz
038000269837	Kellogg's Crispix 9.6 oz
038000270864	Kellogg's Frosted Mini-Wheats Original 14.5 oz
038000269967	Kellogg's Frosted Mini-Wheats Original 29.5 oz
038000207501	Kellogg's Frosted Mini-Wheats Original 32 oz
038000249891	Kellogg's Frosted Mini-Wheats Original 34 oz
038000199929	Kellogg's Rice Krispies 9 oz
038000269851	Kellogg's Special K Original 9.6 oz
030000063545	Life Multigrain Cereal - Original 13 oz
030000571842	Life Multigrain Cereal - Original 22.3 oz
30000562376	Life Multigrain Cereal - Original 24.8 oz
884912116505	Post Great Grains Banana Nut Crunch 15.5 oz
884912006806	Post Honey Bunches of Oats Honey Roasted 23 oz
884912249272	Post Honey Bunches of Oats Honey Roasted 28 oz
884912006813	Post Honey Bunches of Oats with Almonds 23 oz
884912249265	Post Honey Bunches of Oats with Almonds 28 oz
030000319291	Quaker Instant Grits - Original 21.7 oz
030000568545	Quaker Instant Grits - Original 9.8 oz
030000567319	Quaker Instant Oatmeal - Original 9.8 oz
<b>Lactose-free Milk</b>	
041383090714	Lactaid 1% Lactose Free Milk 96 oz
041383090707	Lactaid Fat Free Lactose Free Milk 96 oz
041383090738	Lactaid Whole Lactose Free Milk 96 oz

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The update Texas WIC Shopping Guide and Approved Foods Posters will be available in October. Contact the Vendor Outreach Branch about your shopping guide and poster needs at [WICVendorInfo@hhs.texas.gov](mailto:WICVendorInfo@hhs.texas.gov) or 800-252-9629.

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