



April 26, 2024

Vendor News Flash

New Texas WIC Items

The Texas WIC program is pleased to announce new breakfast cereal, yogurt, tofu and oatmeal options for WIC participants. These items will be added to the APL effective 06/01/2024. They will be added to the shopping guide in the myWIC app and the myTexasWIC apps on 06/01/2024 and added to the next printing of shopping guides in the fall. See the new items below.

Breakfast Cereal	
Item	UPC
Cream of Rice Instant 12 oz	072400062209
Cream of Wheat 1 Minute 28 oz*	013130006224
Cream of Wheat Instant Original Flavor 12 oz*	013130060257
Great Grains Crunchy Pecan 16 oz	884912126016
Great Grains Crunchy Pecan 19 oz	884912320490
Kellogg's Frosted Mini Wheats Blueberry 13.3 oz	041192101991
Kellogg's Frosted Mini Wheats Blueberry 14.3 oz	038000199387
Kellogg's Frosted Mini Wheats Blueberry 20 oz	041192102943
Kellogg's Frosted Mini Wheats Blueberry 22 oz	038000199400
Kellogg's Frosted Mini Wheats Cinnamon Roll 13.3 oz	041192103889
Kellogg's Frosted Mini Wheats Cinnamon Roll 14.3 oz	038000245664
Kellogg's Frosted Mini Wheats Cinnamon Roll 22 oz	038000245688
Kellogg's Frosted Mini Wheats Little Bites 14.8 oz	041192102035
Kellogg's Frosted Mini Wheats Little Bites 15.9 oz	038000199554
Kellogg's Frosted Mini Wheats Little Bites 20.2 oz	041192102608
Kellogg's Frosted Mini Wheats Little Bites 23 oz	038000202117
Kellogg's Frosted Mini Wheats Strawberry 13.3 oz	041192102011
Kellogg's Frosted Mini Wheats Strawberry 14.3 oz	038000199462
Kellogg's Frosted Mini Wheats Strawberry 20 oz	041192102950
Kellogg's Frosted Mini Wheats Strawberry 22 oz	038000199509
Mountain View Farms Organic Instant Rolled Oats 11.3 oz	850040072310
Post Grape Nuts 20.5 oz	884912004710
Post Grape Nuts 29 oz	884912004727
Total Whole Grain 16 oz	016000275638

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Wheat Chex 14 oz	016000427242
Wheat Chex 19 oz	016000275492
Wheaties Original 15.6 oz	016000275652
Whole Milk Yogurts	
Item	UPC
Best Choice Whole Milk Greek Plain Yogurt 32 oz*	070038667582
Brookshires Greek Whole Milk Yogurt Plain 32 oz	092825244813
Lucerne Greek Yogurt Whole Milk Plain 32 oz*	021130328314
Brown Cow Maple Whole Milk Yogurt 32 oz*	088194340621
Low-fat and Nonfat Yogurts	
Item	UPC
Best Choice Original Peach Low-fat Yogurt 32 oz*	070038667568
Best Choice Original Strawberry Banana Low-fat Yogurt 32 oz*	070038667575
Best Yet Low-fat Vanilla Yogurt 32 oz	042187011530
Best Yet Greek Nonfat Vanilla Yogurt 32 oz	042187100296
Best Yet Greek Plain Nonfat Yogurt 32 oz	042187100289
Best Yet Nonfat Plain Yogurt 32 oz	042187011486
Brookshires Greek Plain Nonfat Yogurt 32 oz	092825244790
Brookshires Greek Vanilla Nonfat Yogurt 32 oz	092825244806
O Organics Plain Greek Yogurt 0% 32 Oz	079893406275
Stonyfield Greek Nonfat Yogurt Plain 32 oz*	052159532505
Tofu	
Item	UPC
Nasoya Super Firm Organic Tofu 16 oz	025484006577
Simple Truth Organic Silken Tofu 16 oz	0111110097163
Oatmeal	
Item	UPC
Mountain View Farms Quick Cooking Organic Oats 16 oz	850040072327

*Items already added

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](#).

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