



December 9, 2021

Vendor News Flash

Reminder: UPCs Discontinued for General Mills Cereals on December 31, 2021

To remind WIC vendors, the old UPCs that were changed for certain General Mills cereals will be discontinued on **December 31, 2021**. The old UPCs are listed in the table below, along with the new UPCs that were effective in the WIC authorized product list on June 1, 2021.

OLD UPC Discontinued Dec. 31, 2021	NEW UPC Effective June 1, 2021	Product/Brand Name	Package Size (oz)
0-1600027528-7	0-1600017003-2	Cheerios	18.0
0-1600048771-0	0-1600016875-6	Multi Grain Cheerios	18.0
0-1600048797-0	0-1600017108-4	Corn Chex	18.0
0-1600048795-6	0-1600017102-2	Rice Chex	18.0
0-1600062570-9	0-1600017104-6	Kix Original	18.0
0-1600013975-6	0-1600016966-1	Kix Berry Berry	18.0
0-1600013973-2	0-1600016962-3	Kix Honey	18.0

For more information, please refer to the [May 19, 2021 Vendor News Flash](#).

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 WICUPC@hhs.texas.gov.

Find more WIC vendor resources on our website at bit.ly/TexasWICVendors.



OLD UPC Discontinued Dec. 31, 2021	NEW UPC Effective June 1, 2021	Product/ Brand Name	Package Size (oz)
0-1600027528-7	0-1600017003-2	Cherrios	18.0
0-1600048771-0	0-1600016875-6	Multi Grain Cherrios	18.0
0-1600048797-0	0-1600017108-4	Corn Chex	18.0
0-1600048795-6	0-1600017102-2	Rice Chex	18.0
0-1600062570-9	0-1600017104-6	Kix Original	18.0
0-1600013975-6	0-1600016966-1	Kix Berry Berry	18.0
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This institution is an equal opportunity provider.