



MEMORANDUM

MEMO TO: All Utah Authorized WIC Vendors

FROM: Linda Schiele
WIC Vendor Management Coordinator
Utah WIC Program

DATE: October 30, 2014

SUBJECT: **VENDOR MANAGEMENT MEMO FY 2015-2.**

Shurfine Brand Approval

The State WIC Office has received information that there are several stores, especially in the rural areas, that do not carry any of the store brand/private label foods approved by the State of Utah WIC Program. These stores do, however, carry the **Shurfine** brand. The Surefine brand has the same products as Western Family, in the same packaging, but uses the name Shurfine. Even the logo is very similar. This Informational Memo is to inform you that the Shurfine brand has been added to our list of approved store brands/private labels when a store brand/private label is required. The WIC participant may choose the Shurfine brand when making their WIC purchases.

For clarification, the following Shurfine label cereal and juices are authorized by the Utah WIC program and can be purchased with Utah WIC food instruments as of the Effective date of this Policy Memo.

Cereals	Juice
Shurfine Corn Flakes	12-oz frozen:
Shurfine Frosted Shredded Wheat (bite-sized)	Shurfine Apple Juice
Shurfine Corn Squares	Shurfine Grape Juice
Shurfine Rice Squares	Shurfine Orange Juice
Shurfine Crisp Rice	Shurfine Grapefruit Juice
Shurfine Wheat Squares	64-oz:
Shurfine Toasted Oats	Shurfine Apple Juice
Shurfine Wheat Bran	Shurfine Grape or White Grape Juice
Shurfine Oats & More (original and almond)	Shurfine Pineapple Juice
Shurfine Good Choice (original or cinnamon)	Shurfine Grapefruit Juice
Shurfine Creamy Wheat Farina	Shurfine Tomato or Vegetable Juice
Shurfine Instant Oatmeal (packets only)	Shurfine Orange Juice

Please ensure all cashiers and customer service personnel are made aware of this information.

Thank you for your support of the Utah WIC Program. Please do not hesitate to call Linda Schiele at (801) 538-6960 if you have any questions.

cc: WIC Directors

Local Agency Retail Coordinators



