



# MEMORANDUM

MEMO TO: All Authorized Utah WIC Vendors

FROM: Nicole Reames, Benefits Delivery and Integrity Coordinator  
[nreames@utah.gov](mailto:nreames@utah.gov)

DATE: September 3, 2015

MEMO #: FY 2015-8

SUBJECT: **New Authorized WIC Foods Booklet**

Enclosed is the new Utah WIC Program Authorized Food Booklet that will become effective October 1, 2015. You may begin using this new food booklet at that time. Since the WIC participants will be given this new booklet over a three (3) month period beginning October 2015 through December 2015, do not discard your previous food booklet until January 1, 2016. For vendors who maintain a UPC database for Utah WIC authorized food items, please ensure that the new food items are added on October 1, 2015 and the deleted food items are removed on January 1, 2016 (not earlier) as both the new food items and old food items will be allowed to be purchased between October 1, 2015 and December 31, 2015.

The following is a summary of the changes to the new food booklet:

- Page 4, the Gerber 4 oz. 2-packs have been added. The 2-pack will be the equivalent of two jars.
- Page 5, yogurt has been added. Participants will have the option to purchase 32 oz. containers or smaller containers in combinations equal to 32 oz. Memo FY 2015-9 cites specific details concerning the yogurt addition and is included in this mailing.
- Page 7, we have added the Market Pantry brand to the frozen concentrate juices.
- Page 10, three more cereals were added to the Essential Everyday brand.
- Page 13, we added Original Instant Grits to the Essential Everyday brand and we eliminated the Oat Revolution Oatmeal Packets and the Creamy Hot Wheat from the Malt O Meal brand.
- Page 14, the Bimbo and Natures Own brands have been added to the whole wheat bread choices. The Great Grains 100% whole wheat bread has been eliminated.
- Page 14, we have added Barilla and Ronzoni brands to the whole wheat pastas.
- Page 15, we have added the Great Value, La Banderita, and Essential Everyday whole wheat or Yellow Corn Tortilla brands.

Please make sure that your cashiers are aware of these changes and that the food booklets are available at the point of purchase.

If you have any questions or concerns please feel free to contact the State WIC office at 1-877-WIC-KIDS.

cc: Local WIC Clinic Vendor Coordinators