



Tacks

News For WIC Stores



GERBER INFANT CEREAL UPDATES

GERBER 8 ounce INFANT CEREALS will have a graphics update starting in March 2017.

Product	UPC	On-shelf date (approximate)
GERBER® Rice 8oz	0 15000 07000 7	March 2017
GERBER® Oatmeal 8oz	0 15000 07001 4	April 2017
GERBER® Whole Wheat 8oz	0 15000 07004 5	March 2017

See samples below:

Current Graphics:



Starting in March 2017:



TACKS

Continued...

Reintroduction of GERBER Barley Infant Cereal

Gerber has announced the reintroduction of GERBER Barley Infant Cereal starting March 1, 2017.

Product	New UPC	Availability
GERBER Barley Cereal 8 oz.	0 15000 07002 1	March 1, 2017

THIS NOTICE IS NOT A CHANGE IN WIC ALLOWED FOODS.

INFANT CEREALS are on page 18 of the current HAWAII WIC Approved Food List. There is **NO CHANGE** in the cereals WIC clients CAN BUY and CANNOT BUY. (*NOTE: The picture in the current HAWAII WIC Food List is of the OLD Gerber Infant Cereal Package.*)

CEREALS

Can Buy

- 8 ounce container
- Beech-Nut and Gerber brands
- Rice, oatmeal, mixed whole wheat & barley

Cannot Buy

- Organic
- Products with DHA/ARA, prebiotics or probiotics
- Products with added formula, milk, fruit or yogurt
- Jars, cans or single serving packages

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