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**#10-050**

**TO:** Regional Medical Directors for  
Health Service Regions 4/5, 6 & 5 South, 9/10 and 11  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** April 30, 2010

**SUBJECT:** Approved Brands for the Exclusively Breastfeeding Multiples Packages

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Way to go WIC staff for encouraging mothers to exclusively breastfeed! WIC clinics issued 94 *Exclusively Breastfeeding Multiple Infant* food packages in March. The attached food packages are issued to exclusively breastfeeding mothers who are breastfeeding multiple infants from the same pregnancy. **If this attachment is too large or complex, it will be sent to you via email instead of posted to the web.**

For participants issued these food packages, selecting their WIC foods can be difficult. Their package is unique in that it provides different package sizes than the other food packages. These foods include:

- 20 oz. or 24 oz. whole wheat bread
- 8 oz. cheese
- 6 oz. juice

These items are not least expensive brand; therefore, the *WIC Approved Item* sticker is not on store shelves to aid the participants in finding the brands they can buy. In order to help these participants find the brands, please provide this list of approved brands. This flyer is posted under the Exclusively Breastfeeding Multiples heading on the website at [http://www.dshs.state.tx.us/wichd/approved\\_foods/new\\_foods.shtm](http://www.dshs.state.tx.us/wichd/approved_foods/new_foods.shtm). The list may be updated as more brands are added throughout this fiscal year.

If you have any questions or require additional information, please contact Paula Kanter, Clinical Nutrition Specialist, at 512-341-4574 or [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us).

Attachment

**TEXAS WIC APPROVED BRANDS - ONLY FOR WOMEN WHO ARE EXCLUSIVELY BREASTFEEDING MULTIPLE INFANTS**

MARCAS APROBADAS DE WIC DE TEXAS SOLO PARA LAS MUJERES QUE AMAMANTAN EXCLUSIVAMENTE A BEBÉS MÚLTIPLES

**Whole Wheat Bread / Pan de trigo integral – 20 or 24 oz**

**You can buy any of the breads listed below.**

*Puede comprar cualquier pan indicado en esta lista.*

**HEB 100% Whole Wheat Bread 24 oz.**  
UPC 0-41220-03278-5

**Mrs Baird's Whole Wheat Bread 20 oz.**  
(not sugar free) UPC 0-70870-00042-4

**Nature's Own 100% Whole Wheat Bread 24 oz.**  
(14 g whole grain/slice) UPC 0-72250-91478-9

**Nature's Own 100% Natural Whole Wheat 20 oz.**  
(22 g whole grain/slice) UPC 0-72250-03712-9

**Pepperidge Farm Whole Wheat 24 oz.**  
UPC 0-14100-08599-7

**Pepperidge Farm 100% Whole Wheat Grain Bread 24 oz.**  
UPC 0-14100-08597-3

**Safeway Whole Wheat Bread 20 oz.**  
UPC 0-21130-18430-9

**Sara Lee Soft & Smooth Whole Wheat 20 oz.**  
UPC 0-72945-60154-3

**Sara Lee Classic Whole Wheat 20 oz**  
UPC 0-72945-60134-5

**Surefresh 100 % Wheat Bread 20 oz.**  
UPC 0-11161-44848-8



**4/19/10**

This institution is an equal opportunity provider.  
Esta institución ofrece igualdad de oportunidades para todos.



**TEXAS WIC APPROVED BRANDS - ONLY FOR WOMEN EXCLUSIVELY  
BREASTFEEDING MULTIPLE INFANTS**

*MARCAS APROBADAS DE WIC DE TEXAS SOLO PARA LAS MUJERES QUE AMAMANTAN  
EXCLUSIVAMENTE A BEBÉS MÚLTIPLES*

**Cheese / Queso – 8 oz**

**American, Cheddar, Colby, Colby-Jack, Monterrey Jack and Mozzarella  
You can buy any of the brands listed below.**

*Queso americano, cheddar, colby, colby-jack, monterrey jack y mozzarella  
Puede comprar cualquier marca indicada en esta lista.*

<b>Best Choice</b>	<b>Kroger</b>
<b>Food Club</b>	<b>Lucerne</b>
<b>HEB</b>	<b>Parade</b>
<b>Hy-Top</b>	<b>ShurFine</b>
<b>KRAFT</b>	<b>Shurfresh</b>

**Frozen Juice / Jugo Congelado – 6 oz**

**Minute Maid Orange Juice (jugo de naranja)**