



## Memorandum

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**#11-055**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

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

**DATE:** May 6, 2011

**SUBJECT:** H-E-B Rebranding Hill Country Fare Juice to H-E-B

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H-E-B is rebranding their Hill Country Fare juice in 64 oz. and 48 oz. plastic containers to H-E-B brand. The transition to the new brand name will occur mid May 2011. The 64 oz. refrigerated orange juice and all frozen juices will remain under the Hill Country Fare brand. H-E-B will revise their *Texas WIC Approved Foods Available at H-E-B* brochure to reflect the change.

The *Texas WIC Shopping Guide* (stock no. WIC-34) and *Texas WIC Approved Foods* poster (stock no. WIC-34p) will list Hill Country Fare until the current inventory of these materials is depleted in the warehouse. If you have any H-E-B stores in your area, please inform your participants about this change during classes and certifications.

If you have questions or require additional information about this change, 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).