



Texas WIC Program
 Department of State Health Services
 Food Issuance and Redemption Services Unit - MC 4554
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February 4, 2013

Changes to Gerber Infant Cereal

Gerber Infant Cereal is transitioning from the current box to a plastic container. This packaging change is scheduled for a national launch in March 2013. However, you could see the new container as early as the middle of February.

Before



After



*Please note the Mixed Grain Cereal is being renamed MultiGrain Cereal

8 oz Portfolio			
Product Name		UPC	
From	To	From	To
Rice Cereal	--	0 15000 00704 1	0 15000 07000 7
Oatmeal Cereal	--	0 15000 00702 7	0 15000 07001 4
Mixed Grain Cereal	MultiGrain Cereal	0 15000 00701 0	0 15000 07003 8
Whole Wheat Cereal	--	0 15000 00705 8	0 15000 07004 5

The UPC's for the box containers will remain in the WIC Authorized Product List (APL) through September 2013, to allow stores to deplete their stock.

If you have any questions, please contact us at the WIC Vendor Hotline: 1-800-252-9629