## MEMORANDUM

MEMO TO: All Authorized Utah WIC Vendors
FROM: Nicole Reames, Benefits Delivery and Integrity Coordinator

DATE: February 21, 2017

MEMO \#: FY 2017-04
SUBJECT: Beechnut Cereal Packaging and UPC Change

Beechnut Cereal Packaging and UPC's will be changing as of March 2017. The three cereals will move from a cardboard box to a plastic canister with new UPC codes. Please tag the old UPC as a WIC item in your UPC database until May 2018. The new UPC's should be tagged in your UPC database as soon as the items are available for purchase in your store.

Information on each of the cereals is as follows:

| UPC Code (12 digits) | Brand Name | Product Name | Package Size |
| :--- | :--- | :--- | :--- |
| 052200034712 | Beech-Nut | Complete Multigrain Cereal | 8 oz |
| 052200034729 | Beech-Nut | Complete Oatmeal Cereal | 8 oz |
| 052200034705 | Beech-Nut | Complete Rice Cereal | 8 oz |

Images of the new packaging:


If you have any questions or concerns, please call the State WIC office at 1-877-WIC-KIDS and ask to speak with the Vendor Coordinator, Nicole Reames.
cc: WIC Directors
Local Agency Vendor Coordinators

Please review this Utah WIC Program memorandum with all store cashiers/associates who handle WIC transactions. Please acknowledge that the store cashiers/associates have read this information memorandum by documenting the form below (make additional copies if needed).

DO NOT return this form to the State Agency. This form must be kept on file in your store for audit purposes for at least four years.

Name of WIC Vendor $\qquad$
WIC Vendor ID Number $\qquad$

| WIC VENDOR MANAGEMENT MEMO FY 2017-04 <br> Beechnut Cereal Packaging and UPC Change <br> PRINT NAME | INITIAL |
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