



WIC
Program

New York State WIC Foods Guide



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This institution is an equal opportunity provider.

Table of Contents

| | |
|---|----|
| <u>WIC Shopping Tips</u> | 3 |
| <u>Milk</u> | 4 |
| <u>Cheese</u> | 5 |
| <u>Soy Beverage</u> | 6 |
| <u>Yogurt</u> | 7 |
| <u>Whole Fat Yogurt</u> | 8 |
| <u>Lowfat/Nonfat Yogurt</u> | 12 |
| <u>Kosher Yogurt</u> | 16 |
| <u>Tofu</u> | 17 |
| <u>Peanut Butter</u> | 18 |
| <u>Mature Beans, Peas, and Lentils</u> | 18 |
| <u>Canned Fish</u> | 19 |
| <u>Eggs</u> | 19 |
| <u>Baby Food– Fruits and Vegetables</u> | 20 |
| <u>Baby Food-Meats</u> | 21 |
| <u>Infant Cereal</u> | 21 |
| <u>Breakfast Cereal</u> | 22 |
| <u>Hot Cereal</u> | 27 |
| <u>Brown Rice</u> | 29 |
| <u>Tortillas</u> | 30 |
| <u>Whole Wheat Pasta</u> | 33 |
| <u>Whole Wheat Bread</u> | 37 |
| <u>Fruits and Vegetables (Cash Value Benefit)</u> | 41 |
| <u>Juice for Women</u> | 43 |
| <u>Juice for Children</u> | 45 |

WIC Shopping Tips

How to use this guide:



Choose what is approved for you:

- These boxes remind you to check your family's WIC Shopping List for the type and size you must buy for some items



WIC Approved

- Items that **can** be purchased with WIC benefits will be listed here

Do Not Buy

- Items that **cannot** be purchased with WIC benefits will be listed here

WIC2Go Information:

The WIC2Go app is a mobile app that can be downloaded to your smartphone that can:

- Check the dates and times of your WIC appointments
- Check your current month's benefit balance and expiration date
- Scan items to see if they are WIC approved
- Locate WIC stores
- Locate WIC clinics

Unit Abbreviations:

| | |
|------------|---------------|
| Ounce = oz | 16 oz = 1 lb |
| Pound = lb | 32 oz = 2 lbs |

Shopping Tips:

Before you shop:

- Review your available WIC benefits and WIC Shopping List
- Check which type and size you can buy for items on your WIC Shopping List

While shopping:

- You can scan items to see if they are WIC eligible for your family using the WIC2Go app in stores
- If you have any issues while shopping, go to the customer service desk to ask for assistance and contact your local agency
- Before you check out, make sure to review your transaction to make sure that all eligible items have been removed from your benefits correctly

Other Helpful Resources:

New York WIC Approved Product List (APL):

An updated listing of all WIC approved products and instructions to submit a product for review

<https://nyswicvendors.com/upc-resources/>

New York State WIC Website:

Additional resources for WIC families

<https://www.health.ny.gov/prevention/nutrition/wic/>

Foods & Formula:

Additional WIC shopping resources

<https://nyswicvendors.com/foods-formula/>

Milk

✓ WIC Approved

- 32 oz, 64 oz, 96 oz, 128 oz
- Quart, half gallon, 3/4 gallon, gallon
- Any brand

✗ Do Not Buy

- Flavored
- Organic
- Sweetened or condensed
- Buttermilk
- Added calcium
- Reduced fat (2%) milk

✓ WIC Approved



Cow's milk:

- Buy the largest container available when possible



Lactose-free milk:

- Buy the largest container available when possible



Goat milk:

- Meyenberg 12 oz container only



Evaporated/Canned milk:

- 12 oz container only



Powdered/Dry milk:

- 25.6 oz container only



Kosher milk:

- If printed on your WIC Shopping List



Choose what is approved for you:

Your WIC Shopping List shows the fat content and type of milk you must buy

Cheese

✓ WIC Approved

- 8, 16, 24, or 32 oz packages only
- Any brand
- Blocks or Slices
- Pasteurized Process American, Monterey Jack, Mozzarella, Cheddar, Colby, Swiss, Muenster, Provolone, or blends of any of these cheeses
- KOSHER (Cholov Yisroel) CHEESE If printed on your WIC Shopping List



✗ Do Not Buy

- Imported cheese
- Cheese foods, products, or spreads
- Cracker cuts
- Shredded/grated/cubed, string, or stick cheese
- Flavored cheese
- Organic cheese
- Individually wrapped cheese
- Deli cheese

Soy Beverages

✓ WIC Approved

- The following brands and products:



⚠ Choose what is approved for you: Check your WIC Shopping List for soy beverage eligibility.

| Brand | Products |
|--|--|
| 8th Continent  | Original Soymilk 64 oz Vanilla Soymilk 64 oz |
| Bettergoods  | Original Soymilk 64 oz |
| Great Value  | Original Soymilk 64 oz |
| Pacific Foods  | Ultra Soy Original Soymilk 32 oz Ultra Soy Vanilla Soymilk 32 oz |
| Silk  | Original Aseptic Soymilk 32 oz Original Plain Soymilk 2 pack 64 oz Original Plain Soymilk 3 pack 64 oz Silk Soymilk 32 oz Silk Soymilk 64 oz |

Yogurt

✓ WIC Approved

- Fat content listed on your WIC Shopping List
- 32 ounce containers only

✗ Do Not Buy

- Mix-in ingredients (granola, candy, etc.)
- Drinkable/Squeezable
- Frozen yogurt
- Artificial sweeteners






















⚠ **Choose what is approved for you:** Check your family's WIC Shopping List for the type of yogurt and amount of yogurt you can buy

- **Whole milk:** Children 12-24 months
- **Low-fat and nonfat:** Women and children 2-5 years

Whole Fat Yogurt

32 oz containers

| Brand | | Flavors |
|--------------------|---|--|
| Arz |  | Original Whole Fat Plain |
| Axelrod |  | Whole Plain |
| Baroody |  | Plain |
| Best Choice |  | Whole Milk Plain Greek |
| Bettergoods |  | Whole Milk Plain Greek |
| Bowl and Basket |  | Whole Plain Greek |
| Brown Cow |  | Cream on the Top Whole Fat Plain, Whole Milk Vanilla |
| Butterworks Farm |  | Whole Fat Plain |
| Cabot |  | Whole Fat Plain |
| Chobani |  | Whole Fat Plain Greek |
| Dannon |  | Whole Fat Plain, Whole Milk Vanilla |
| Desi |  | Natural Dahi Whole Fat Plain |
| Essential Everyday |  | Whole Fat Plain, Whole Plain Greek |
| Esti |  | Whole Plain Greek |
| Farmland |  | Whole Plain |
| Foodtown |  | Whole Plain |
| Freedom Hill Farm |  | Plain |
| Gopi |  | Indian Style Whole Fat Plain |
| Good and Gather |  | Whole Milk Plain |

Whole Fat Yogurt

32 oz containers

| Brand | | Flavors |
|-------------------------|---|---|
| Great Value |  | Whole Fat Plain Greek |
| Green Mountain Creamery |  | Plain Greek, Whole Plain |
| Greenway |  | Whole Fat Plain |
| Guru |  | Whole Milk Plain |
| Hammond Dairy |  | Whole Fat Plain |
| Hannaford |  | Whole Milk Plain, Whole Vanilla Greek |
| Hawthorne Valley |  | Whole Fat Plain |
| Horizon |  | Organic Whole Fat Plain |
| Hudson Valley Fresh |  | Whole Plain |
| Ithaca |  | Whole Fat Plain |
| Kingdom Creamery |  | Whole Fat Plain |
| La Yogurt |  | Whole Fat Plain, Whole Milk Strawberry, Whole Probiotic Vanilla |
| Lucerne Dairy |  | Whole Milk |
| Maple Hill |  | Organic Whole Plain |
| Merve |  | Plain |
| Mountain High |  | Original Whole Fat Plain |
| Nancy's |  | Whole Plain |
| Nature's Place |  | Organic Greek Whole Plain, Organic Whole Plain |
| Nature's Promise |  | Organic Whole Milk Vanilla, Organic Whole Plain Greek, Organic Plain Greek, Organic Whole Plain |

Whole Fat Yogurt

32 oz containers

| Brand | | Flavors |
|------------------------|---|---|
| North Country Creamery |  | Whole Plain, Whole Vanilla |
| O Organics |  | Organic Whole Milk Plain |
| Oikos |  | Whole Fat Plain Greek |
| Open Nature |  | Whole Fat Plain Greek |
| Our Family |  | Whole Milk Plain, Whole Plain Greek |
| PICs |  | Plain Greek, Whole Fat Plain, Whole Plain Greek |
| Powerful Yogurt |  | Whole Fat Plain Greek, Whole Milk Vanilla Greek |
| Redwood Hill |  | Plain |
| Romi's |  | Whole Fat Plain |
| Ronnybrook Farm |  | Whole Fat Plain |
| Seven Stars |  | Organic Whole Fat Plain |
| Shop Rite |  | Whole Fat Plain, Whole Plain Greek |
| Stoltzfus |  | Whole Milk Vanilla |
| Stonyfield Organic |  | Whole Strawberry, Whole Fat Plain, Whole Milk Banilla |
| Stop and Shop |  | Greek Whole Fat Plain, Whole Vanilla Greek |
| Taste of Inspirations |  | Plain Greek, Whole Milk Plain |
| Tops |  | Whole Milk Plain, Whole Milk Vanilla |
| Traditional |  | All Natural Dahi |
| Trimona |  | Whole Plain Bulgarian A2A2 |
| Wallaby Organic |  | Greek Whole Milk Plain, Plain Whole Milk |

Whole Fat Yogurt

32 oz containers

| Brand | | Flavors |
|------------------|---|---|
| Wegmans |  | Organic Whole Plain Greek, Whole Fat Plain, Whole Fat Vanilla Greek |
| Weis |  | Whole Fat Plain Greek, Whole Plain Probiotic |
| Wholesome Pantry |  | Whole Fat Plain, Whole Vanilla |




Lowfat/Nonfat Yogurt

32 oz containers

| Brand | | Flavors |
|--------------------|---|---|
| Avenue A |  | Nonfat Plain Greek, Nonfat Vanilla Greek |
| Axelrod |  | Lowfat Plain, Nonfat Plain |
| Best Choice |  | Lowfat Original Strawberry, Lowfat Original Vanilla, Nonfat Original Plain, Nonfat Plain Greek, Nonfat Vanilla Greek |
| Best Yet |  | Lowfat Plain, Lowfat Vanilla, Nonfat Plain, Nonfat Vanilla Greek, Nonfat Plain Greek |
| Bowl and Basket |  | Lowfat Plain, Nonfat Plain Greek, Nonfat Plain, Nonfat Vanilla Greek |
| Brown Cow |  | Lowfat Plain, Nonfat Plain |
| Butterworks Farm |  | Nonfat Plain |
| Byrne Hollow |  | Lowfat Plain Greek |
| Cabot |  | 2% Lowfat Plain, Nonfat Plain |
| Chobani |  | 2% Lowfat Plain Greek, Complete 2% Lowfat Vanilla Greek, Greek Nonfat Vanilla, Nonfat ZeroSugar Vanilla, Lowfat Greek Honey Vanilla, Lowfat Madagascar Vanilla Cinnamon, Nonfat Greek Blended Variety Yogurt, Nonfat Plain Greek, Nonfat Strawberry Greek, Nonfat Zero Sugar Strawberry |
| Coburn Farms |  | Lowfat Plain, Nonfat Plain Greek, Nonfat Vanilla Greek |
| Cowbella |  | Nonfat Plain |
| Cream O' Land |  | Lowfat Plain |
| Crowley |  | Lowfat Plain |
| Dannon |  | 1.5% Lowfat Plain, Nonfat Plain Greek, Nonfat Plain |
| Desi |  | Natural Dahi Lowfat Plain, Natural Dahi Nonfat Plain |
| Essential Everyday |  | Lowfat Plain, Nonfat Plain Greek, Nonfat Plain, Nonfat Strawberry Greek, Nonfat Vanilla Greek |
| Fage |  | Nonfat Plain Greek |
| Fit and Active |  | Nonfat Plain Yogurt |

Lowfat/Nonfat Yogurt

32 oz containers

| Brand | | Flavors |
|-------------------------|---|---|
| Food Club |  | Greek Nonfat Plain, Nonfat Plain, Plain Lowfat |
| Food Lion |  | Nonfat Plain |
| Foodtown |  | Lowfat Plain, Nonfat Plain Greek, Nonfat Plain, Nonfat Vanilla Greek |
| Fresh Made |  | Lowfat Plain |
| Friendships |  | Lowfat Plain |
| Full Circle (Organic) |  | Organic Nonfat Vanilla Greek, Organic Nonfat Plain |
| Gopi |  | Indian Style Lowfat Plain, Indian Style Nonfat Plain |
| Good and Gather |  | Nonfat Plain Greek |
| Great Value |  | Nonfat Plain Greek, Nonfat Plain, Organic Lowfat |
| Greek Gods |  | Lowfat Plain Greek |
| Green Mountain Creamery |  | Nonfat Plain, Nonfat Plain Greek |
| Hannaford |  | Greek Nonfat Plain, Lowfat Plain, Nonfat Plain, Nonfat Strawberry Greek, Nonfat Vanilla Greek |
| Horizon |  | Nonfat Plain, Organic Nonfat Plain |
| Key Foods |  | Lowfat Plain, Nonfat Plain |
| Kirkland |  | Nonfat Plain Greek |
| La Yogurt |  | Lowfat Plain, Lowfat Probiotic Vanilla, Nonfat Plain |
| LaLa |  | Lowfat Plain |
| Lucerne Dairy |  | Nonfat Plain Greek, Nonfat Plain |
| Market Pantry |  | Nonfat Plain |

Lowfat/Nonfat Yogurt

32 oz containers

| Brand | Flavors |
|--|--|
| Mountain High  | Lowfat Plain, Nonfat Plain |
| My Essentials  | Lowfat Plain, Nonfat Plain |
| Nancy's  | Nonfat Plain, Organic Lowfat Plain, Organic Nonfat Plain |
| Nature's Place  | Organic Nonfat Vanilla Greek |
| Nature's Promise (Organic)  | Organic Greek Nonfat Plain, Organic Nonfat Plain, Organic Lowfat Plain |
| Nostimo  | Nonfat Plain Greek |
| O Organics  | Nonfat Plain Greek, Nonfat Vanilla Greek |
| Oikos  | Nonfat Honey Sweet Plain Greek, Maple Sweet Plain Greek, Nonfat Plain Greek, Nonfat Plain, Nonfat Vanilla Bean Greek, Nonfat Vanilla Greek, Pro Lowfat Plain |
| Open Nature  | 2% Plain Greek, Nonfat Plain Greek |
| Our Family  | Nonfat Plain Greek, Nonfat Plain |
| PICs  | Lowfat Plain, Nonfat Plain Greek, Nonfat Plain, Nonfat Strawberry Greek, Nonfat Vanilla Greek, Reduced Fat Vanilla Greek |
| Powerful  | Nonfat Plain Greek |
| Price Rite  | Lowfat Plain |
| Romi's  | Lowfat Plain |
| Seven Stars Organic  | Organic Lowfat Plain |
| Shop Rite  | Lowfat Plain, Nonfat Plain Greek, Nonfat Plain |
| Shurfine  | Lowfat Plain, Nonfat Plain |
| Simply Balanced  | Nonfat Plain Greek |
| Stonyfield Organic  | Creamy Lowfat Plain, Lowfat Vanilla, Nonfat Plain Greek, Nonfat Plain, Nonfat Vanilla |





Lowfat/Nonfat Yogurt

32 oz containers

| Brand | Flavors |
|--|--|
| Stop and Shop  | Greek Nonfat Plain, Lowfat Plain Greek, Lowfat Plain, Lowfat Vanilla Greek, Nonfat Plain, Nonfat Strawberry Greek, Nonfat Vanilla Greek, Reduced Fat Vanilla Greek |
| Super Associated  | Lowfat Plain, Nonfat Plain |
| Taste of Inspirations  | Nonfat Plain |
| Tillamook  | Lowfat Plain |
| Tops  | Lowfat Plain, Lowfat Vanilla, Nonfat Plain Greek, Nonfat Plain, Nonfat Vanilla Greek |
| Two Good  | Lowfat Plain Greek, Lowfat Strawberry Greek, Lowfat Vanilla Greek |
| Upstate Farms  | Nonfat Plain Greek, Nonfat Vanilla Greek |
| Urban Meadow  | Nonfat Plain, Plain Lowfat |
| Voskos  | Nonfat Plain Greek |
| Wallaby (Organic)  | Lowfat Plain Greek, Nonfat Plain Greek |
| Wegmans  | Lowfat Plain, Nonfat Plain Greek, Nonfat Plain, Nonfat Vanilla Greek, Organic Lowfat Blended Plain Super Yogurt, Organic Nonfat Plain Yogurt |
| Weis  | Greek Nonfat Plain, Nonfat Vanilla Greek, Probiotic Lowfat Plain, Probiotic Nonfat Plain |
| White Mountain  | Bulgarian Nonfat Plain |
| Wholesome Pantry (Organic)  | Lowfat Plain |
| Yoplait  | Nonfat Plain |

Kosher Yogurt

32 oz containers

| Brand | | Flavors |
|----------------|---|---|
| Gevina Farms |  | Nonfat Plain Greek |
| J and J Kosher |  | Nonfat Plain |
| Mehadrin |  | Low Fat Plain, Nonfat Plain Greek, Nonfat Strawberry, Nonfat Vanilla Greek |
| Normans |  | Lowfat Plain Greek, Lowfat Strawberry Greek, Lowfat Vanilla Greek, Nonfat Plain Greek |














Tofu

✓ WIC Approved

- 8, 10, 14, and 16 oz packages



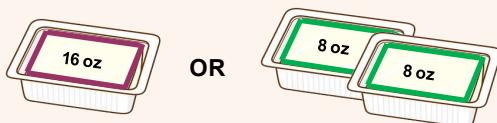
Approved Brands and Products:

| Brand | | Products |
|------------------|---|--|
| Azumaya |  | Extra Firm, Firm, Silken |
| Franklin Farms |  | Extra Firm, Firm, Medium Firm, Organic Extra Firm, Organic Firm, Organic Medium Firm, Organic Pressed Firm, Organic Silken, Soft |
| Good and Gather |  | Organic Extra Firm |
| Heiwa |  | Organic Extra Firm |
| Hodo |  | Organic Extra Firm |
| House Foods |  | Organic Firm, Organic Medium Firm, Organic Soft, Premium Extra Firm, Premium Firm, Premium Medium Firm, Premium Soft |
| Nature's Promise |  | Organic Extra Firm, Organic Firm |
| O Organics |  | Extra Firm, Firm, Silken, Super Firm Sprouted |
| Nasoya |  | Organic Cubed Super Firm, Organic Extra Firm, Organic Firm, Organic Lite Firm, Organic Silken, Organic Super Firm, Soft |
| San Sui |  | Extra Firm, Firm, Soft |
| Soy Boy |  | Organic Firm |
| Wegmans |  | Organic Firm |
| Woodstock |  | Organic Extra Firm, Organic Firm |



Shopping Tip: Combine tofu packages to add up to the number of pounds (lbs) listed on your WIC Shopping List

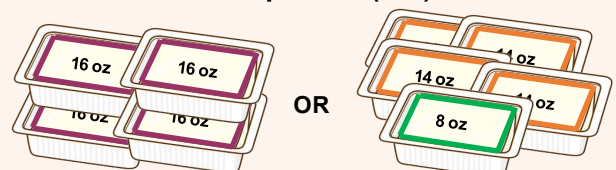
1 pound (lb.)



One 16 oz package

Two 8 oz packages

4 pounds (lbs.)



Four 16 oz packages

Four 14 oz packages and one 8 oz package

Peanut Butter

✓ WIC Approved

- Any brand
- 16-18 oz containers
- Creamy, crunchy, chunky, smooth
- All natural
- Reduced fat



✗ Do Not Buy

- Peanut spreads
- Freshly ground or whipped
- Flavored peanut butter
- Organic peanut butter
- Palm oil or added ingredients such as vitamins, minerals, Omega 3, DHA or EPA

Canned Beans

✓ WIC Approved

- Any brand
- 15-16 oz cans
- Mature beans, peas, lentils, plain refried beans, pigeon peas and lima beans

✗ Do Not Buy

- Baked beans
- Pork and beans
- Added sugars, fats, lard, meat or oils

✓ WIC Approved

- Any brand
- 1 pound (lb.) bag
- Mature beans, peas, and lentils refried beans, pigeon peas and lima beans

✗ Do Not Buy

- Added sugars, fats, lard, meat or oils

Shopping Tip: Beans/peas/lentils/peanut butter on your Shopping List means you can buy:



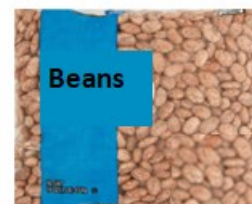
One 16-18 oz jar
of peanut butter

OR



Four 15-16 oz
cans of beans

OR



One pound (lb.) bag
of dried beans

Canned Fish

✓ WIC Approved

- Any brand
- Fish with salt or vegetable broth
- Fish packed in water or oil
- Fish with bones and skin
- Light tuna (5 and 6 ounce cans)
- Pink salmon (5, 6, and 7.5 ounce cans)
- Sardines (3.75 ounce cans)



✗ Do Not Buy

- Albacore tuna
- Blueback salmon
- Red salmon
- Added flavorings
- Added ingredients



Eggs

✓ WIC Approved

- Any brand
- 1 dozen (12 count) containers only
- Medium or Large
- White or brown



✗ Do Not Buy

- Jumbo and extra-large
- Organic
- High cost specialty eggs (reduced cholesterol, cage free/ free range, Omega-3 vegetarian fed)

Baby Food—Fruits and Vegetables

✓ WIC Approved

- 4 oz containers = 1 container
- 2 oz 2 packs (4 oz total) = 1 container
- 4 oz 2 packs (8 oz total) = 2 containers
- Organic
- Any fruit or vegetable
- Any combination of fruits and vegetables

✗ Do Not Buy

- Pouches
- Mixtures including non-fruit or non-vegetable ingredients such as meat, yogurt, rice, and noodles



Approved Brands (Fruits and Vegetables):



Beech Nut

bowl & basket.

Bowl & Basket



Earth's Best
Organics



First Choice



Nature's
Promise



Once Upon
a Farm



O Organics



Parent's
Choice



Gerber
Gerber



Good &
Gather



Happy
Baby



Tippy
Toes

W H O L E
— S O M E
P A N T R Y

Wholesome
Pantry



Wild
Harvest



Yummy
Organics

Baby Food—Meats

✓ WIC Approved

- 2.5 ounce containers
- Organic
- Any meat with broth or gravy



Choose what is approved for you:
Check your WIC Shopping List to see if you are eligible for infant meats

Approved Brands:



Beech Nut



Earth's Best
Organics



First Choice



Gerber.

Gerber

Infant Cereal

✓ WIC Approved

- Gerber: Cereal for Baby
- 8 oz or 16 oz containers
- Plain varieties only: Oatmeal, rice, or multigrain

✗ Do Not Buy

- Organic
- Extra ingredients such as DHA, fruit, formula, or added protein

Approved Products:



Gerber.



Oatmeal



Rice



Multigrain

Breakfast Cereal



WIC Approved

- 12 oz box or larger
- National/ Specialty Brands and Store Brands












Do Not Buy

- Organic
- Single serve packets

Approved Brands and Products (National/Specialty):

Whole grain cereal is indicated by a *

| Brand | Products |
|---|---|
| General Mills  | Cheerios* (Oat Crunch Berry, Veggie Apple Strawberry, Multi Grain, Multi Grain Strawberry, Vanilla Spice, Veggie Blueberry Banana), Chex (Blueberry*, Cinnamon*, Corn, Rice, Vanilla, Wheat*), Fiber One Honey Clusters, Kix* (Berry Berry, Honey), Sesame Street (123 Berry Numbers, Cinnamon Letters), Total Whole Grain*, Wheaties* |
| Kellogg's  | All Bran Complete Wheat Bran Flakes*, Corn Flakes (Cinnamon, Honey), Crispix, Frosted Mini Wheats* (Bite Size Pumpkin Spice, Blueberry Muffin, Strawberry, Blueberry, Cinnamon Roll, Filled*, Golden Honey, Little Bites*, Original*, Pumpkin Spice, Mini Bites Chocolate, Cocoa), Honey Almond Ancient Grains*, Rice Krispies, Special K* (Protein, Banana*, Multi Grain*, Original*, Protein Multi Grain) |
| Kemach  | Bran Flakes*, Corn Flakes*, Crisp Rice, Multi Grain Toasted Oats*, Toasted Oats*, Wheat Flakes* |
| Malt O Meal  | Frosted Mini Spooners* (Blueberry*, Strawberry*) |
| Post  | Grape Nuts*, Grape Nuts Flakes*, Great Grains* (Banana Nut Crunch*, Crunchy Pecan*), Honey Bunches of Oats* (Honey Roasted*, Vanilla*, Vanilla Bunches*, with Almonds*, Cinnamon Bunches, Maple and Pecans) |
| Quaker  | Life Cereal (Multigrain, Original Multigrain*, Strawberry Multigrain*, Vanilla Multigrain*), Oatmeal Squares* (Brown Sugar*, Cinnamon*, Honey Nut*) |
| Ralston Foods  | Corn Biscuits, Corn Flakes, Crisp Rice, Frosted Shredded Wheat*, Oats and More Almonds Honey Oat Clusters, Tasteeos, Wheat Bran Flakes* |
| Sunbelt Bakery  | Sunbelt Simple Granola* |
| Taanug  | Corn Flakes, Crisp Rice, Rice Squares, Toasted Oats |

Breakfast Cereal

Approved Brands and Products (Store Brands):

Whole grain cereal is indicated by a *

| Brand | | Products |
|--------------------|---|--|
| Always Save |  | Crisp Rice, Frosted Shredded Wheat, Toasted Oats |
| Avenue A |  | Corn Flakes, Toasted Oats* |
| Best Choice |  | Corn Flakes, Crisp Rice, Crispy Hexagons, Enriched Bran Flakes, Frosted Shredded Wheat, Happy Os, Honey and Oat Clusters with Almonds, Wheat Flakes |
| Best Yet |  | Bite Size Shredded Wheat*, Bran Flakes*, Corn Flakes, Crispy Rice, Frosted Shredded Wheat* (Strawberry*), Honey Oats and Flakes*, Honey Oats and Flakes with Almonds*, Toasted Oats* |
| Bowl and Basket |  | Bite Size Frosted Shredded Wheat, Bran Flakes, Corn Flakes, Crispy Corn Squares, Crispy Rice, Crispy Rice Squares, Toasted Oats |
| Clear Value |  | Corn Flakes, Toasted Oats* |
| Essential Everyday |  | Corn Flakes, Crispy Hexagons, Crispy Rice, Crunchy Corn Squares, Crunchy Oat*, Crunchy Oat Squares*, Crunchy Rice Squares, Crunchy Wheat Squares*, Frosted Shredded Wheat* (Strawberry*), Honey Oats and Flakes* (Almond*), Nutty Nuggets, Toasted Oats*, Wheat and Bran Flakes* |
| Food Club |  | Bite Size Frosted Shredded Wheat*, Bran Flakes*, Corn Flakes, Corn Squares, Crisp Rice, Frosted Shredded Wheat*, Honey and Oats* (With Almonds), Toasted Oats*, Twin Grain Crisp, Wheat Squares* |
| Food Lion |  | Bite Size Frosted Shredded Wheat*, Bran Flakes*, Corn Flakes, Oats and More* (With Almonds*, With Honey*), Strawberry Frosted Shredded Wheat*, Tasteos*, Toasted Oats*, Toasted Rice |
| Foodtown |  | Corn Flakes, Crunchy Oat Squares*, Frosted Shredded Wheat*, Oats and More with Almonds, Tasteos, Toasted Oats |
| Freedom's Choice |  | Bran Flakes, Corn Flakes, Crisp Rice, Frosted Shredded Wheat*, Toasted Oats, Crispy Honey Oats and Flakes with Almonds |
| Grain Berry |  | Apple Cinnamon Toasted Oats, Cinnamon Frosted Toasted Oats, Honey Nut Toasted Oats, Original Toasted Oats |
| Great Value |  | Bite Size Shredded Wheat*, Bran Flakes, Corn Flakes, Corn Squares, Frosted Shredded Wheat* (Strawberry), Os Oats, Rice Crisps, Rice Squares, Toasted Oats, Toasted Whole Grain Oat Spins |

Breakfast Cereal

Approved Brands and Products (Store Brands):

Whole grain cereal is indicated by a *

| Brand | | Products |
|----------------|---|---|
| Hannaford |  | Bite Size Frosted Shredded Wheat*, Corn Flakes, Crispy Hexagons, Crispy Rice, Easy Living Oat Squares, Frosted Shredded Wheat* (Strawberry), Nutty Nuggets*, Oats and More (With Almonds, With Honey), Tastees*, Toasted Corn, Toasted Rice, Toasted Wheat Squares*, Wheat Bran Flakes* |
| Hy Top |  | Bite Size Frosted Shredded Wheat, Corn Flakes*, Toasted Oats*, Bran Flakes*, Frosted Shredded Wheat*, Honey Oats and Flakes with Almonds* |
| IGA |  | Bite Size Frosted Shredded Wheat *, Bite Size Shredded Wheat*, Bran Flakes*, Corn Flakes, Corn Squares, Crispy Corn and Rice, Crispy Rice, Honey Oats and Flakes (With Almonds), Original Toasted Oats*, Rice Squares, Toasted Oats* |
| Kashi |  | Organic Cocoa Clusters |
| Key Foods |  | Bite Size Frosted Shredded Wheat*, Corn Flakes, Toasted Oats* |
| Kiggins |  | Bite Size Frosted Shredded Wheat*, Bite Size Shredded Wheat*, Corn Flakes, Crispy Rice, Honey Oat Crunch, Rollin' Oats, Rolling Oats* |
| Krasdale |  | Corn Flakes, Honey Oats and Flakes, Toasted Oats* |
| Life Everyday |  | Corn Flakes, Toasted Oats |
| Market Pantry |  | Corn Flakes, Crunchy Oat Squares Cereal, Frosted Shredded Wheat*, Toasted Oats*, Toasted Rice Cereal |
| Morning Cheers |  | 7 Grain Flakes, Bran Flakes, Bran Sticks, Cocoa Flakes, Corn Flakes Gluten Free, Frosted Flakes, Honey Nut Corn Flakes, Toasted O's |
| My Essentials |  | Frosted Shredded Wheat* |
| Our Family |  | Bite Size Shredded Wheat*, Corn Flakes, Crisp Rice, Toasted Oats* |
| Parade |  | Bite Size Shredded Wheat*, Corn Flakes, Crisp Rice, Toasted Oats* |
| PICs |  | Corn Flakes, Crispy Rice, Crispy Honey Oats and Flakes, Frosted Shredded Wheat*, Honey Oats and Flakes with Almonds, Toasted Corn Chips, Toasted Oats, Toasted Rice Crisps, Wheat Bran Flakes* |
| Price Chopper |  | Good Choice Oat Squares*, Strawberry Frosted Shredded Wheat* |

Breakfast Cereal

Approved Brands and Products (Store Brands):



Whole grain cereal is indicated by a *

| Brand | | Products |
|--------------------|---|---|
| Price Rite |  | Bran Flakes*, Corn Flakes, Frosted Shredded Wheat*, Honey Oat Clusters with Almonds, Shredded Wheat*, Toasted Oats* |
| Red and White |  | Corn Flakes, Toasted Oats* |
| Safeway |  | Wheat Pockets* |
| Shurfine |  | Crispy Rice, Honey Oats and Flakes, Oats and More (With Almonds, With Honey), Rice Squares, Toasted Oats*, Bran Flakes*, Wheat Squares* |
| Signature Kitchens |  | Corn Flakes, Oats and Almonds, Oats and More with Honey, Shredded Wheat Bites, Toasted Oats* |
| Signature Select |  | Bran Flakes*, Corn Pockets, Crispy Rice, Frosted Shredded Wheat Bite Size*, Nutty Nuggets*, Rice Pockets, Toasted Oats |
| Stop and Shop |  | Bran Flakes*, Corn Flakes, Corn Squares, Crispers, Crispy Rice, Frosted Shredded Wheat*, Honey Crunchin Oats (With Almonds), Nutty Nuggets*, Oat Squares*, Oats and O's*, Rice Squares, Whole Grain Shredded Wheat* |
| That's Smart |  | Corn Flakes, Crisp Rice, Toasted Oats* |
| Tops |  | Bite Size Frosted Shredded Wheat* (Strawberry), Bite Size Shredded Wheat*, Corn Flakes, Corn Squares, Crisp Rice, Crispy Rice, Friendly Harvest Bran Flakes*, Oat Squares*, Oats and More (Honey Roasted, With Almonds), Rice Squares, Strawberry Frosted Shredded Wheat*, Toasted Oats*, Twin Grain Crisp* |
| Urban Meadow |  | Corn Flakes, Crispy Rice, Toasted Oats* |
| Valu Time |  | Bran Flakes*, Corn Flakes, Crisp Rice, Frosted Shredded Wheat*, Toasted Oats* |
| Wegmans |  | Bite Size Frosted Shredded Wheat*, Bite Size Shredded Wheat*, Corn Flakes, Corn Squares, Crispy Rice, FYFGA Oat Crisps*, FYFGA Strawberry Shredded Wheat*, Oat Crisps*, Oats and Honey* (With Almonds*), Rice Squares, Toasted Oats* |
| Weis |  | Bite Size Frosted Shredded Wheat*, Corn Flakes, Honey Oats and Flakes (With Almonds), Quality Bite Size Frosted Shredded Wheat*, Quality Bite Size Toasted Corn, Quality Bite Size Toasted Rice, Quality Crispy Corn and Rice, Quality Crispy Rice, Quality Multigrain Toasted Oats*, Quality Strawberry Frosted Shredded Wheat*, Quality Toasted Oats*, Quality Wheat Bran Flakes* |

Breakfast Cereal

Approved Brands and Products (Store Brands):

Whole grain cereal is indicated by a *

| Brand | Products |
|--|---|
| Western Beef  | Corn Flakes, Toasted Oats* |
| White Rose  | Corn Flakes, Frosted Shredded Wheat*, Toasted Oats* |

Hot Cereal

✓ **WIC Approved**

- 9.8 oz box or larger



Approved Brands and Products:

| Brand | | Products |
|--------------------|---|---|
| Best Choice |  | Original Instant Oatmeal |
| Best Yet |  | Original Instant Oatmeal Packs |
| Bowl and Basket |  | Original Instant Oatmeal |
| Cream of Rice |  | Hot Cereal, Instant Packs |
| Cream of Wheat |  | 1 Minute Cereal, 2.5 Minute Cereal, Instant Packs, Instant Whole Grain, Whole Grain 2.5 Minute Cereal |
| Essential Everyday |  | Creamy Wheat, Instant Grits Packs, Instant Oatmeal Packets |
| Food Club |  | Instant Oatmeal Packets |
| Great Value |  | Regular Instant Oatmeal Packets |
| Hannaford |  | Regular Instant Oatmeal Packs |
| IGA |  | 100% Natural Old Fashioned Oatmeal, 100% Natural Whole Grain Quick Oats, Original Instant Oatmeal Packs |
| Malt O Meal |  | Farina Original Hot Wheat Cereal, Original Hot Wheat Cereal |
| Maypo |  | Instant Maple Oatmeal, Maple Oatmeal with Quinoa, Vermont Style Maple Oatmeal |
| My Essentials |  | Regular Instant Oatmeal Packs |
| Paskesz |  | Original Instant Oatmeal |












Hot Cereal

✓ **WIC Approved**

- 9.8 oz box or larger



Approved Brands and Products:

| Brand | | Products |
|------------------|---|---|
| PICs |  | Instant Regular Oatmeal Packs |
| Price Rite |  | Regular Instant Oatmeal Packs |
| Quaker |  | Avena Instantanea Instant Oatmeal, Instant Oats with Iron, Original Instant Grits, Original Instant Oatmeal, Original Instant Oatmeal Packs |
| Ralston Foods |  | Regular Instant Oatmeal |
| Shop Rite |  | Original Instant Oatmeal Packs |
| Shurfine |  | Original Instant Oatmeal Packs |
| Signature Select |  | Instant Oatmeal Packs |
| Stop and Shop |  | Instant Oatmeal Packs |
| Tops |  | Original Instant Oatmeal |
| Urban Meadow |  | Regular Instant Oatmeal |
| Weis |  | Quality Original Instant Oatmeal |

Whole Grains

Ways to Buy Whole Grains:



OR



OR



OR



Whole
Grain
Bread

Brown
Rice

Whole
Wheat
Pasta

Whole
Grain
Tortillas

Brown Rice

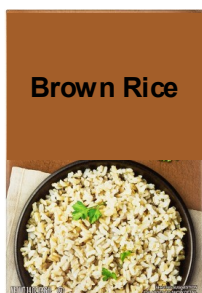
✓ WIC Approved

- Any brand
- 14-16 oz or 28-32 oz packages
- Plain brown rice in boxes or bags
- Instant, quick, or regular cooking

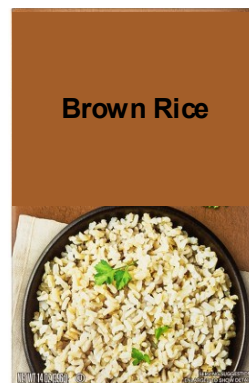
✗ Do Not Buy

- Added sugars, fats, oils, or salt

14-16 ounce Box or Bag



28-32 ounce Box or Bag



Shopping Tip: 16 ounces (oz) = 1 pound (lb) and 32 ounces (oz) = 2 pounds (lb)














Tortillas

✓ WIC Approved

- 16 ounce (1 pound) Packages
- 100% Whole Wheat and Corn



Approved Brands and Products:

| Brand | | Products |
|--------------------|---|---|
| Best Choice |  | Corn Tortillas, 100% Whole Wheat Tortillas |
| Bowl & Basket |  | Whole Wheat Tortillas |
| Celia's |  | Whole Wheat Tortillas, White Corn Tortillas, Yellow Corn Tortillas |
| Chi Chi's |  | Whole Wheat Fajita Style Tortillas, White Corn Tortillas |
| Del Campo |  | Corn Tortillas |
| Don Pancho |  | White Corn Tortillas, Whole Wheat Tortillas |
| Everyday Essential |  | Soft White Corn Tortillas, Whole Wheat Fajita Style Tortillas |
| Food Club |  | White Corn Tortillas, Whole Wheat Fajita Style Tortillas |
| Great Value |  | 100% Whole Wheat Tortillas, Whole Wheat Tortillas |
| Guerrero |  | White Corn Tortillas |
| Hannaford |  | White Corn Taco Sized Tortillas, Yellow Corn Taco Sized Tortillas, Whole Wheat Fajita Style Tortillas |
| Herdez |  | White Corn Tortillas, Whole Wheat Tortillas |
| IGA |  | White Corn Tortillas, Whole Wheat Taco Style Tortillas |














Tortillas

✓ WIC Approved

- 16 ounce (1 pound) Packages
- 100% Whole Wheat and Corn



Approved Brands and Products:

| Brand | | Products |
|-------------------|---|---|
| Key Foods |  | Whole Wheat Tortillas |
| La Banderita |  | Corn Tortillas, Soft Corn Tortillas, Whole Wheat Fajita Tortillas, Whole Wheat Soft Taco Tortillas |
| La Burrita |  | Yellow Corn Tortillas |
| Las Delicias |  | Corn Tortillas |
| La Milpa |  | Traditional Nixtamal |
| La Real |  | Mexicanas Corn |
| Market Pantry |  | Whole Wheat Tortillas |
| Mayan Farm |  | Whole Wheat Tortillas |
| MexAmerican Foods |  | Whole Wheat with Honey Tortillas |
| Mission |  | Soft Corn Extra Thin Tortilla, 100% Whole Wheat Flour Tortillas, Restaurant Style Whole Wheat Tortillas |
| Nature's Promise |  | All Natural Corn Tortillas |
| Ortega |  | Whole Wheat Tortillas |
| PICs |  | Corn Taco Tortillas, Whole Wheat Fajita Tortillas, Whole Wheat Taco Tortillas |












Tortillas

✓ WIC Approved

- 16 ounce (1 pound) Packages
- 100% Whole Wheat and Corn



Approved Brands and Products:

| Brand | | Products |
|-------------------|---|--|
| Ser Valiente |  | White Corn Tortillas |
| Shop Rite |  | Whole Wheat Tortillas |
| Shurfine |  | Whole Wheat Fajita Tortillas |
| Siempre Autentico |  | Whole Wheat Flour Tortillas |
| Signature Select |  | Whole Wheat Taco Tortillas |
| Stop & Shop |  | White Corn Tortillas, Yellow Corn Tortillas, Whole Wheat Flour Tortillas |
| Tia Rosa |  | Whole Wheat Taco Tortillas |
| Tio Santi |  | Whole Wheat Flour Tortillas |
| Tops |  | Whole Wheat Sandwich Wraps, Whole Wheat Tortillas |
| Wegmans |  | Whole Wheat MultiGrain Flax Tortillas |
| Weis |  | Whole Wheat Tortillas |

Whole Wheat Pasta

✓ WIC Approved

- 16 ounce (1 pound) Packages
- Any pasta shape (Angel hair, penne, farfalle, etc.)



Approved Brands and Products:

| Brand | | Products |
|------------------|---|---|
| Ahold |  | Whole Wheat Elbow Macaroni, Whole Wheat Penne Rigate, Whole Wheat Rotini, Whole Wheat Spaghetti, Whole Wheat Thin Spaghetti |
| Allegra |  | Whole Wheat Spaghetti |
| America's Choice |  | Whole Wheat Spaghetti |
| Anna |  | Whole Wheat Elbow Pasta, Whole Wheat Fettuccine, Whole Wheat Penne Rigate, Whole Wheat Rotini, Whole Wheat Spaghetti |
| Barilla |  | Whole Grain Angel Hair Pasta, Whole Grain Elbow Pasta, Whole Grain Linguine, Whole Grain Penne, Whole Grain Medium Pasta Shells, Whole Grain Penne, Whole Grain Rotini, Whole Grain Spaghetti, Whole Grain Thin Spaghetti |
| Bella Terra |  | Organic Whole Wheat Capellini, Organic Whole Wheat Spaghetti |
| Bionaturae |  | Organic Whole Wheat Capellini, Organic Whole Wheat Spaghetti, Organic Whole Wheat Chiocciole, Organic Whole Wheat Elbow Pasta, Organic Whole Wheat Fettuccine, Organic Whole Wheat Fusilli, Organic Whole Wheat Gobbetti Pasta, Organic Whole Wheat Penne Rigate, Organic Whole Wheat Rigatoni, Organic Whole Wheat Spaghettini |
| Bowl and Basket |  | Whole Wheat Penne Rigate, Whole Wheat Spaghetti |
| Brad's |  | Organic Whole Wheat Capellini, Organic Whole Wheat Farfalle, Organic Whole Wheat Fusilli, Organic Whole Wheat Linguine, Organic Whole Wheat Medium Pasta Shells |
| Cadia |  | Organic Whole Wheat Linguine, Organic Whole Wheat Penne Rigate, Whole Wheat Fusilli |
| Campagna |  | Whole Wheat Fusilli |
| Chuster |  | Whole Grain Elbow Macaroni, Whole Grain Penne Macaroni, Whole Grain Spiral Macaroni |












Whole Wheat Pasta

✓ WIC Approved

- 16 ounce (1 pound) Packages
- Any pasta shape (Angel hair, penne, farfalle, etc.)



Approved Brands and Products:

| Brand | | Products |
|--------------------|---|--|
| Clearly Organic |  | Organic Whole Wheat Spaghetti |
| Colavita |  | Whole Wheat Capellini, Whole Wheat Fusilli, Whole Wheat Penne Rigate, Whole Wheat Rigatoni, Whole Wheat Spaghetti |
| Delallo |  | Organic Whole Wheat Gamelli, Organic Whole Wheat Capellini, Organic Whole Wheat Cavatappi, Organic Whole Wheat Elbows, Organic Whole Wheat Farfalle, Organic Whole Wheat Fusilli, Organic Whole Wheat Linguine, Organic Whole Wheat Orzo Pasta, Organic Whole Wheat Pasta Shells, organic Whole Wheat Penne Rigate, Organic Whole Wheat Spaghetti, Whole Wheat Acini, Whole Wheat Orecchiete, Whole Wheat Rigatoni |
| Delverde |  | Organic Whole Wheat Fusilli, Organic Whole Wheat Penne, Whole Wheat Linguine, Whole Wheat Organic Spaghetti |
| Essential Everyday |  | Whole Wheat Macaroni, Whole Wheat Penne, Whole Wheat Rotini, Whole Wheat Spaghetti, Whole Wheat Thin Spaghetti |
| Fit and Active |  | Organic Whole Wheat Spaghetti |
| Food Club |  | Whole Wheat Penne Rigate, Whole Wheat Spaghetti |
| Frantelli Mantova |  | Organic Whole What Pasta |
| Full Circle |  | Organic 100% Whole Wheat Penne Rigate, Organic 100% Whole What Rotini, Organic Whole Wheat Angel Hair, Organic Whole Wheat Spaghetti |
| Garfalo |  | Whole Wheat Pappardelle, Whole Wheat Pasta |
| Gia Russa |  | 100% Whole Wheat Angel Hair Pasta, 100% Whole Wheat Linguine, 100% Whole Wheat Whole Wheat Penne Rigate, 100% Whole Wheat Rotini, 100% Whole Wheat Spaghetti, 100% Whole Wheat Think Spaghetti, Whole Wheat Medium Pasta Shells, Whole Wheat Roman Rigatoni |














Whole Wheat Pasta

✓ WIC Approved

- 16 ounce (1 pound) Packages
- Any pasta shape (Angel hair, penne, farfalle, etc.)



Approved Brands and Products:

| Brand | Products |
|--|---|
| Good and Gather  | Organic Whole Wheat Spaghetti, Organic Whole Wheat Thin Spaghetti, Organic Whole Wheat Farfalle, Whole Wheat Rotini, Whole Wheat Spaghetti |
| Great Value  | Whole Wheat Elbow Pasta, Whole Wheat Linguine, Whole Wheat Penne, Whole Wheat Rotini, Whole Wheat Spaghetti, Whole Wheat Thin Spaghetti |
| Hannaford  | Whole Wheat Penne Rigate Pasta, Whole Wheat Spaghetti, Whole Wheat Thin Spaghetti |
| Heartland  | Whole Wheat Elbow Pasta, Whole Wheat Rotini |
| Hodgson Mill  | Whole Wheat Angel Hair Pasta, Whole Wheat Elbow Pasta, Whole Wheat Spaghetti, Whole Wheat Spiral Pasta, Whole Wheat Thin Spaghetti |
| La Molisana  | Whole Wheat Fusilli, Whole Wheat Spaghetti |
| Landau  | 100% Whole Wheat Elbow Pasta, 100% Whole Wheat Penne, 100% Whole Wheat Spaghetti, 100% Whole Wheat Spiral Pasta, Organic Whole Wheat Macaroni, Organic |
| Luigi Vitelli  | Organic Whole Wheat Capellini, Organic Whole Wheat Fusilli, Organic Whole Wheat Linguine, Organic Whole Wheat Penne Rigate, Organic Whole Wheat Rigatoni, Organic Whole Wheat Spaghetti |
| Mantova  | Organic Whole Wheat Fusilli, Organic Whole Wheat Spaghetti |
| Mishpacha  | Whole Wheat Elbows, Whole Wheat Spirals |
| Nature's Promise  | Organic Whole Wheat Penne, Organic Whole Wheat Spaghetti, Whole Wheat Rigatoni |
| O Organics  | 100% Whole Wheat Rotini, 100% Whole Wheat Spaghetti, Whole Wheat Elbow Macaroni, Whole Wheat Penne Rigate |
| Pasta Isabella  | Whole Wheat Pasta, Whole Wheat Spaghetti |











Whole Wheat Pasta

✓ WIC Approved

- 16 ounce (1 pound) Packages
- Any pasta shape (Angel hair, penne, farfalle, etc.)



Approved Brands and Products:

| Brand | | Products |
|------------------|---|--|
| Pastaio |  | Organic Whole Wheat Spaghetti |
| Racconto |  | Whole Wheat Rigatoni, Whole Wheat Capellini, Whole Wheat Elbow Pasta, Whole Wheat Farfalle, Whole Wheat Linguine, Whole Wheat Penne Rigatoni, Whole Wheat Rotini, Whole Wheat Spaghetti |
| Ronzoni |  | Healthy Harvest Rotini, Health Harvest Spaghetti, Whole Grain Linguine, Wheat Grain Penne Rigate, Whole Grain Thin Spaghetti |
| Santa Sophia |  | Whole Wheat Fusilli, Whole Wheat Spaghetti |
| ShopRite |  | Whole Wheat Penne Rigate, Whole Wheat Rotini, Whole Wheat Spaghetti, Whole Wheat Think Spaghetti |
| Shurfine |  | Whole Wheat Penne Rigate, Whole Wheat Spaghetti |
| Signature Select |  | Thin Whole Wheat Spaghetti, Whole Wheat Elbow Macaroni, Whole Wheat Linguine, Whole Wheat Penne Rigate, Whole Wheat Rotini, Whole Wheat Spaghetti |
| Simply Balanced |  | Whole Wheat Farfalle, Whole Wheat Fusilli, Whole Wheat Penne, Whole Wheat Spaghetti |
| Wegmans |  | Organic Whole Wheat Farfalle, Organic Whole Wheat Fusilli, Organic Whole Wheat Linguine, Organic Whole Wheat Orzo Pasta, Organic Whole Wheat Penne Rigate, Organic Whole Wheat Spaghetti, |
| Weis |  | Organic Whole Wheat Angel Hair Pasta, Organic Whole Wheat Spaghetti Pasta, Quality Whole Wheat Angel Hair Pasta, Quality Whole Wheat Penne Rigate, Quality Whole Wheat Rotini, Quality Whole Wheat Spaghetti |

Whole Grain Bread Products
















WIC Approved

- 16 ounce (1 pound) Packages



Approved Brands and Products:

| Brand | | Products |
|------------------|---|---|
| America's Choice |  | 100% Whole Wheat Bread |
| Arnold |  | 100% Whole Wheat Buns, Stoneground 100% Whole Wheat Bread |
| Baker's Choice |  | 100% Whole Wheat Bread |
| Best Yet |  | 100% Whole Wheat Bread |
| Bimbo |  | 100% Whole Wheat Bread |
| Bogopa |  | 100% Whole Wheat Bread |
| Bowl & Basket |  | 100% Whole Wheat Bread |
| Cherry Valley |  | 100% Whole Wheat Bread |
| Food Lion |  | 100% Whole Wheat Bread |
| Foodtown |  | 100% Whole Wheat Bread |
| Franczoz |  | 100% Whole Wheat Bread, Geminated Whole Wheat Bread |
| Full Circle |  | Flax and Grain Bread |
| Gold Medal |  | 100% Whole Wheat Bread, 100% Whole Wheat Bread with Flax |

Whole Grain Bread Products
















WIC Approved

- 16 ounce (1 pound) Packages



Approved Brands and Products:

| Brand | | Products |
|--------------------|---|--|
| Gourmet |  | 100% Whole Wheat Bread |
| Hannaford |  | 100% Whole Wheat Bread |
| Hauswald's |  | 100% Whole Wheat Bread |
| Holsum |  | 100% Whole Wheat Bread |
| Ideal |  | 100% Whole Wheat Bread |
| IGA |  | 100% Whole Wheat Bread |
| King Kullen |  | 100% Whole Wheat Bread |
| Krasdale |  | 100% Whole Wheat Bread |
| Monks' |  | Multigrain Bread, Wheat Whole Grain Bread |
| Nature's Own |  | 100% Whole Wheat with Honey Bread, Whole Grain Sugar Free Bread |
| Pas Yisroel |  | 100% Whole Wheat Bread, Whole Wheat Bread, Multigrain Bread |
| Penn Street Bakery |  | 100% Whole Wheat Bread |
| Pepperidge Farm |  | Jewish Rye Whole Grain Bread, Light Style Soft Wheat Bread, Light Style Whole Wheat Bread, Very Thin Whole Wheat Bread |

Whole Grain Bread Products
















WIC Approved

- 16 ounce (1 pound) Packages



Approved Brands and Products:

| Brand | Products |
|--|--|
| PICS  | 100% Whole Wheat Bread |
| Roman Meal  | Sungrain 100% Whole Wheat |
| Rubschlager  | 100% Rye Rye Ola Black Rye Bread, 100% Rye Rye Ola Flax Bread , 100% Rye Rye Sunflower Bread, 100% Whole Wheat Bread, Cocktail Pumpnickel Bread, Cocktail Rye Bread, Cocktail Whole Grain Bread, Danish Style Pumpnickel Bread, European Style Whole Grain Bread, Rye Ola Pumpnickel Bread |
| Sara Lee  | 100% Whole Wheat Bread |
| Schmidt  | Old Tyme 100% Whole Wheat Bread |
| Schwebel's  | 100% Whole Wheat Bread |
| Shop Rite  | 100% Whole Wheat Bread |
| Signature Select  | 100% Whole Wheat Bread |
| Stern's  | 100% Whole Wheat Bread, Whole Wheat Bread, Whole Wheat Rolls |
| Stop & Shop  | 100% Whole Wheat Bread, Whole Wheat Sandwich Bread, Whole Wheat Bread, No Salt Added Whole Wheat Bread |
| Super Bread  | 100% Whole Wheat Bread |
| Tops  | 100% Whole Wheat Bread |
| Urban Meadows  | 100% Whole Wheat Bread |






Whole Grain Bread Products

✓ **WIC Approved**

- 16 ounce (1 pound) Packages



Approved Brands and Products:

| Brand | | Products |
|----------------|---|---|
| Weis |  | 100% Whole Wheat Bread |
| Wonder |  | 100% Whole Wheat Bread |
| Windmill Farms |  | Whole Wheat Hamotzie Bread, Whole Wheat Mezonos Bread, Whole Wheat Rolls |
| Yossi's Pita |  | Multigrain Bread |
| Zomicks |  | 100% Whole Wheat Hamotzie Bread, 100% Whole Wheat Mezonos Bread, 100% Whole Wheat Rolls |

Fruits and Vegetables (Cash Value Benefit)

Fresh Fruits & Vegetables

✓ WIC Approved

- Any variety of fresh vegetables and fruits
- Whole or cut up
- Bagged salad mixtures
- Bagged vegetables



✗ Do Not Buy

- Party trays with dip
- Items from the salad bar
- Fruit baskets
- Decorative vegetables or fruits
- Dried produce
- Nuts (including peanuts, fruit/nut mixtures)
- Herbs, spices, or salad dressings

Canned Fruits

✓ WIC Approved

- Any brand packed in water or juice
- Any variety of fruit or fruit mixtures
- Artificial sweeteners
- Any size/container/package type
- Fruit must be the first ingredient
- Applesauce: "No sugar added" or "Unsweetened"



✗ Do Not Buy

- Cranberry sauce
- Pie filling
- Fruit packed in syrup
- Added sugars or salt
- Added oils/fats
- Single serve pouches

Canned Vegetables

✓ WIC Approved

- Any brand
- May be regular or low sodium/salt
- Any variety of vegetable or vegetable mixture
- Any size/container/package type
- Vegetable must be the first ingredient
- Canned tomatoes (paste, puree, whole, crushed, stewed, diced, sauce, salsa)



✗ Do Not Buy

- Pickled or creamed
- Baked beans/pork and beans
- Soups
- Ketchup, relishes, olives
- Added fats, oils, sugars
- Mature beans/peas/lentils

Frozen Fruits

✓ WIC Approved

- Any brand
- Any size/container/package type
- Fruit must be the first ingredient
- Any variety of fruit or fruit mixtures



✗ Do Not Buy

- Ingredients other than fruit
- Added sugar, honey, or syrup

Frozen Vegetables

✓ WIC Approved

- Any brand
- Any size/container/package type
- With or without salt
- Frozen beans, peas, lentils allowed
- Any variety of vegetables or vegetable mixtures
- Vegetables must be the first ingredient



✗ Do Not Buy

- Added sugars, fats, oils
- Added sauces or breading

Juice

✓ WIC Approved

- The size and type listed on your WIC Shopping List
- 100% juice
- Juice with 80% or more vitamin C

✗ Do Not Buy

- Organic

Juice for Women

Frozen Concentrate
11.5-12 ounce (oz)
Containers



Shelf Stable Concentrate
11.5-ounce (oz)
Containers

Welch's



Juice for Children




Frozen Concentrate
16 ounce (oz)
Containers

Fluid
64 ounce (oz)
Containers



Juice for Women—Frozen Concentrate

11.5-12 ounce (oz) Containers

| Brand | | Flavors |
|--------------------|---|--|
| Always Save |  | Apple, Orange |
| Best Choice |  | Apple, Extra Pulp Orange, Orange, Orange with Calcium |
| Best Yet |  | 100% Frozen Grapefruit, Apple, Calcium Added Orange, Country Style Orange, Orange, Orange with No Pulp |
| Clear Value |  | Apple, Orange |
| Dole |  | Orange Peach Mango, Orange Strawberry Banana, Pineapple, Pineapple Orange Banana, Pineapple Orange |
| Essential Everyday |  | Apple, Grape, Orange, Orange with Calcium |
| Food Club |  | Apple, Grape, Orange Juice Concentrate, Orange with Calcium, Pulp Free Orange, Orange Extra Pulp |
| Food Lion |  | Apple, Calcium Added Orange, Orange, Orange with Pulp |
| Freedom's Choice |  | Apple, Country Orange, No Pulp Orange, Orange, Orange with Calcium |
| Giant Eagle |  | Orange Calcium Added, Orange, Orange Extra Pulp, Orange with No Pulp |
| Good & Gather |  | Pulp Free Frozen Orange |
| Goya |  | Orange |
| Great Value |  | Apple, Country Style Orange, Grape, Orange |
| Hannaford |  | Apple, Calcium Added Orange, Grape, Orange, Orange with No Pulp, Orange with Pulp, Pineapple Orange |
| Hy Top |  | Apple, Orange |
| IGA |  | Apple Concentrate, Orange, 100% Orange with Calcium, Country Style 100% Orange |
| Langers |  | Apple, Autumn Blend, Grape, Orange, Pineapple, Spring Blend, Summer Blend, Winter Blend |
| Market Pantry |  | Apple, Grape, Orange, Orange No Pulp |
| Minute Maid |  | Calcium Added Orange, Country Style Orange, Grapefruit, Orange, Orange with No Pulp |













Juice for Women—Frozen Concentrate

11.5-12 ounce (oz) Containers

| Brand | | Flavors |
|------------------|---|--|
| Nature's Nectar |  | Orange |
| Old Orchard |  | Apple Cherry, Apple Cranberry, Apple, Apple Kiwi Strawberry, Apple Passion Mango, Apple Raspberry, Apple Strawberry Banana, Berry Blend, Calcium Added Orange, Cranberry Blend, Cranberry Raspberry, Grape, Orange, Pineapple, Pineapple Orange Banana, Pomegranate Cherry, Pomegranate Blueberry Pomegranate Cranberry, Strawberry Rhubarb, White Grape, Black Cherry Cranberry, Orange Blend |
| Our Family |  | Calcium Added Orange, Country Style Orange, Orange, Orange with No Pulp |
| Parade |  | Apple, Orange |
| PICS |  | Apple, Apple Raspberry, Grape, White Grape |
| Price Chopper |  | Calcium Orange, Orange, Orange Extra Pulp, Orange No Pulp |
| Price Rite |  | Orange |
| Seneca |  | Apple |
| Shop Rite |  | Apple, Calcium Added Orange, Country Style Orange, Orange with Some Pulp |
| Shurfine |  | Apple, Calcium Added Orange, Country Style Orange, Orange, Orange with Extra Pulp, Orange with No Pulp |
| Signature Select |  | Apple, Berry Blend, Cranberry Blend, Grape, No Pulp Orange, Orange, Pineapple |
| Stop & Shop |  | Apple, Calcium Orange, Grape, Grapefruit, Orange, Orange Extra Pulp, Orange No Pulp |
| Tipton Grove |  | Apple, Orange |
| Tops |  | Apple Concentrate, Calcium Fortified Orange, Orange, Orange with No Pulp |
| Tropicana |  | Homestyle Orange, Orange with No Pulp |
| Valuetime |  | Orange, Orange with No Pulp |
| Wegmans |  | Calcium Fortified Apple, Orange, Country Style Orange, Orange with No Pulp, FYFGA Frozen Orange |
| Weis |  | Apple, Orange, Orange with Calcium |
| Welch's |  | 100% Tropical Orange, Grape, White Grape, White Grape Peach, What Grape Raspberry |

Juice for Children—Frozen Concentrate

16 ounce (oz) Containers

| Brand | | Flavors |
|--------------------|---|-----------------------------|
| Best Yet |  | Orange |
| Essential Everyday |  | Orange |
| Food Club |  | Original Orange |
| Hannaford |  | Orange |
| Minute Maid |  | Orange |
| Parade |  | Orange Juice Concentrate |
| Price Chopper |  | Orange |
| Shop Rite |  | Orange Juice with Some Pulp |
| Shurfine |  | Orange |
| Stop & Shop |  | Orange |
| Wegmans |  | 100% Frozen Orange |
| Weis |  | Orange |

Juice for Children—Fluid

64 ounce (oz) Containers

| Brand | | Flavors |
|--------------------|---|--|
| 7 Select |  | Apple Juice |
| Always Save |  | Apple Juice, Grape Juice, Orange Juice |
| Always Sweet |  | Grapefruit Juice, Orange Juice |
| Apple & Eve |  | Apple, Cranberry and More, Cranberry Apple, Cranberry Blend, Cranberry Grape, Cranberry Pomegranate, Cranberry Raspberry, Grovers White Grape, Natural Style Apple, Strawberry Passion, Watermelon Grape |
| Best Choice |  | Apple, Grape, Orange, Pineapple, Tomato, Vegetable, White Grapefruit |
| Best Yet |  | 100% Grape, 100% Orange, 100% Tomato, Apple Grapefruit, No Pulp Orange, Orange with Calcium and Vitamin D, Orange with Pulp, Orange Mango, Orange Pineapple, Pineapple, Pineapple, Vegetable, Whole Grape |
| B'gan |  | Apple, Fruit Punch, Orange, Tomato |
| Bogopa |  | Orange |
| Bowl & Basket |  | Apple, Orange, Orange with Calcium |
| Byrne Dairy |  | Orange |
| Campbell's |  | Low Sodium Tomato, Tomato |
| Chef's Quality |  | 100% Apple, Orange |
| Cherry Valley |  | Apple |
| Dean's |  | Country Fresh Pure Orange |
| Devash Farms |  | Florida Orange, Orange |
| Essential Everyday |  | 100% Grape, 100% White Grape, Apple, Berry, Calcium Added Apple, Calcium Added Orange, Calcium Vitamin D Orange, Cherry Blend, Cranberry Blend, Cranberry Raspberry, Fruit Punch, Orange Juice, Orange Juice Some Pulp, Orange Juice with No Pulp, Pineapple Juice, White Grapefruit |
| Everfresh |  | Orange |


















Juice for Children—Fluid

64 ounce (oz) Containers

| Brand | | Flavors |
|------------------|---|---|
| Food Club |  | 100% Apple, Apple, Calcium Fortified Apple, Grape, Grapefruit, No Pulp Orange, Orange, Pineapple, Tomato, White Grape |
| Food Lion |  | Berry Blend, Calcium vitamin D no Pulp Orange, Cherry Blend, Fruit Punch, Grapefruit, Orange Juice with No Pulp, Pasteurized Apple, Pineapple |
| Foodtown |  | Apple |
| Freedom's Choice |  | Apple, Grape, Tomato |
| Fresh & Tasty |  | Premium Pure Orange |
| Giant Eagle |  | Apple, White Grapefruit |
| Golden Flow |  | Orange |
| Good & Gather |  | Orange |
| Great Value |  | Orange, Orange with Pulp, Pineapple, Tomato, Vegetable, Apple, Country Style Orange, Cranberry Pomegranate, Grape, Guava Flavored, Low Sodium Vegetable, Mango Peach, No Sugar Cranberry Blend, No Sugar Cranberry Grape, Orange with Calcium and Vitamin D, Pear, Red Ruby, White Grape, White Grape Peach |
| Hannaford |  | 100% Pineapple, Apple, berry, Calcium Fortified Orange, Cherry, Cranberry Grape, Cranberry Raspberry, Fruit Punch, Grape, Grapefruit, Hone Crisp Apple, Hot and Spicy Vegetable, No Pulp Orange, Vegetable White Grape |
| Hansen's Natural |  | Orange |
| Harvest Classic |  | Apple, Apple Orange Pineapple, Cranberry Apple, Cranberry Blend, Cranberry Grape, Cranberry Raspberry, Orange, Pineapple |
| Hood |  | Orange |
| Hy Top |  | Unsweetened Apple, Grape |
| IGA |  | Apple, Grape, Grapefruit, Orange, Orange with Calcium and Vitamin D, Orange Juice with No Pulp, Pineapple, Tomato, Vegetable, White Grape |
| Indian Summer |  | Acai Blueberry Apple, Orange, Pineapple Mango Apple |
| Juicy Juice |  | 100% Orange, Apple, Apple Raspberry, Berry, Cherry, Fruit Punch, Grape, Kiwi Strawberry, Mango, Orange Tangerine, Passion Dragon fruit, Peach Apple, Strawberry Banana, Strawberry Watermelon, Tropical Fruit Punch, White Grape |
| Key Foods |  | Cranberry Apple, Cranberry Grape, Cranberry, Pineapple, Unsweetened Apple, Unsweetened Country Apple |

Juice for Children—Fluid

64 ounce (oz) Containers

| Brand | | Flavors |
|-----------------|---|--|
| Krasdale |  | Grapefruit, Homestyle Orange, Orange, Pure Pasteurized Apple |
| Langers |  | Apple Berry Cherry, Cranberry Grape, Cranberry, Apple Grape, Apple, Apple Kiwi Strawberry, Apple Orange Pineapple, Apple Peach Mango, Berry, Concord Grape, Fruit Punch, Low Sodium Vegetable, Orange 100% Juice Blend, Orange, Pineapple, Ruby Red Grapefruit, Spicy Vegetable, Vegetable |
| Libby's |  | Pineapple |
| Lieber's |  | Pineapple |
| Life Every Day |  | Apple, Grape |
| Lotus |  | Pineapple |
| Lucky Leaf |  | Apple |
| Market Pantry |  | Apple, Grape, Orange, White Grape |
| Member's Mark |  | Apple |
| Mott's |  | Apple Cherry, Apple, Apple Mango, Apple White Grape, Fruit Punch, Natural Un-sweetened Apple |
| Mr. Pure |  | 100% Orange, Apple |
| Musselman's |  | Apple |
| Natalie's |  | Orange |
| Nature's Nectar |  | 100% Grape, 100% White Grape, Apple |
| Nature's Own |  | Apple, Grape |
| New Square | | Calcium Fortified Orange |
| Northland |  | Blueberry Blackberry Acai, Cranberry Blackberry, Cranberry Cherry, Cranberry Grape, Cranberry, Cranberry Pomegranate, Cranberry Raspberry, Cranberry |
| Ocean Spray |  | Apple, Concord Grape, Cranberry Blackberry, Cranberry Cherry, Cranberry Concord Grape, Cranberry Elderberry, Cranberry, Cranberry Mango, Cranberry Pineapple, Cranberry Pomegranate, Cranberry Raspberry, Cranberry Watermelon, Ruby Red Grapefruit |

Juice for Children—Fluid

64 ounce (oz) Containers



| Brand | Flavors |
|--|---|
| Old Orchard  | Apple Cranberry, Apple, Berry Blend, Black Cherry Cranberry, Blueberry Pomegranate, Cranberry Pomegranate, Grape, Kiwi Strawberry, Orange Blend, Orange, Orange Tangerine, Peach Mango, Red Raspberry, Strawberry Watermelon, White Grape, Wild Cherry |
| Our Family  | Apple, Cranberry Grape, Cranberry Raspberry, Fresh Pressed Apple Cider, Fresh Pressed Apple Juice, Grape, Grapefruit, Orange, Vegetable, White Grape |
| Parade  | Apple, Grapefruit |
| PICs  | Grape, Low Sodium Vegetable, No Pulp Orange with Calcium, Orange Peach Mango, Pineapple Orange, Tomato, Total Juice Grape, Vegetable, White Grape |
| Price Chopper  | Apple, Calcium Fortified Apple, Grapefruit, Orange Juice with No Pulp, Pineapple, Totally Juice Cherry Punch, Totally Juice Punch, White Grape Peach, Berry Blend |
| Price Rite  | Apple, Grapefruit, Orange |
| Red & White  | Apple, Unsweetened Apple |
| Ruby Kist  | Apple, Grape, Grapefruit, Orange, Pineapple, White Grape |
| Sam's Choice  | Apple |
| Seneca  | Apple |
| Sesame Street  | Big Bird Apple, Cookie Monster Berry, Elmos Fruit Punch, Mango Strawberry |
| Shoppers Value  | Orange |
| Shop Rite  | Apple, Grapefruit |
| Shurfine  | Apple, Calcium Added Orange, Calcium Rich Orange, Cranberry Apple, Cranberry Blend, Cranberry Pomegranate, Cranberry Raspberry, Grape, Grapefruit, Orange, Pineapple, Premium Squeezed Orange, Tomato, Vegetable, White Grape |
| Signature Select  | Apple Cider, Apple, Calcium Vitamin D Orange, Cranberry Concord Grape, Cranberry, Cranberry Raspberry, Grape, Grapefruit, Homestyle Orange, Low Sodium Vegetable, No Pump Orange, Orange, Pineapple, Tomato, Vegetable, White Grape, White Grapefruit |
| Stop & Shop  | Apple Cider, Apple, Berry, Cherry, Cranberry Apple, Cranberry Grape, Cranberry Juice Blend, Cranberry Raspberry Blend, Fruit Punch, Grape, Grape Juice Blend, Fruit Punch, Grape, Grape Juice Blend, No Pulp Orange, No Sugar Calcium Apple, Orange Juice with Calcium Vitamin D, Vegetable, Tomato, Unsweetened Apple, White Grape, White Grapefruit |

| Brand | | Flavors |
|---------------|---|---|
| Super A |  | Apple |
| That's Smart |  | Grape |
| Tipton Grove |  | 100% Cranberry, 100% Grape, 100% Orange, 100% Pineapple, 100% White Grape, Apple, Vegetable |
| Tops |  | Unsweetened Apple, Apple, Cranberry, Grape, Grape with Calcium and Fiber, Orange, Orange with Calcium, Truly Cherry, Truly Juice Berry, Truly Juice Fruit |
| Tree Ripe |  | No Pulp Orange, Orange Juice with Calcium, Some Pulp Orange |
| Tree Top |  | Pineapple Orange |
| Tropicana |  | Orange |
| Unger's |  | Apple |
| Upstate Farms |  | Orange |
| Urban Meadow |  | Apple Cranberry, Apple, Cranberry Grape, Cranberry, Cranberry Pomegranate |
| V8 |  | Low Sodium Vegetable Juice, Spicy Hot Vegetable Juice, Vegetable Juice |
| Wegmans |  | 100% White Grape, Apple, Berry, Calcium Fortified Apple, Cherry, Cold Pressed Orange, Cranberry Apple, Cranberry Blend, Cranberry Grape, Cranberry Peach, Cranberry Raspberry, Fruit Punch, Fruit Punch, Grape, Natural Style Apple, No Pulp Orange, No Pulp Orange with Calcium and Vitamin D, No Sugar Added Apple Juice, Orange Peach Mango, Pineapple, Ruby Red Grapefruit, White Grape Cranberry, White Grape Peach, White Grape Raspberry |
| Weis |  | 100% Apple, Apple, Cranberry Apple, Cranberry Grape, Cranberry, Cranberry Raspberry, Grape, Grapefruit, No Pulp orange Juice, Orange Juice with Calcium and Vitamin D, Orange Juice with Pulp, Vegetable, Apple with Calcium, White Grape |
| Welch's |  | Black Cherry Concord Grape, Concord Grape, Concord Grape with Calcium, Concord Grape with Fiber, Orange Pineapple Apple, Red Grape, Super Berry, White Grape Cherry, White Grape, White Grape Peach |
| White Rose |  | Apple, Orange |
| Zehav |  | Orange |

Juice for Children

Juice for Children—Juice Boxes

Approved Brands and Products:

| Brand | Flavors |
|--|--|
|  Apple & Eve | Berry 8 pack (4.23 oz each) Big Bird Apple Juice 8 pack (4.23 oz each) Fruit Punch 8 pack (4.23 oz each) Orange Tangerine 8 pack (4.23 oz each) Pear Peach 8 pack (4.23 oz each) |
|  Juicy Juice | Apple Juice Boxes 8 pack (4.23 oz each) Berry Juice Boxes 8 pack (4.23 oz each) Fruit Punch Juice Boxes 8 pack (4.23 oz each) Grape Juice Boxes 8 pack (4.23 oz each) Orange Tangerine Juice Boxes 8 pack (4.23 oz each) |



**Choose what is approved
for you:**

Check your WIC Shopping
List for juice box eligibility.