



California WIC Authorized Breakfast Cereal List

Effective July 5, 2011

This is an all-inclusive product list, additional sizes may be available. Only products on this list are eligible

#	UPC	Brand Name	Product Name	Size
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Crispy Rice Cereal - Less than 51% Whole Grain - 12 oz - 36 oz

1	041163447233	Albertsons	Crispy Rice	12 oz
2	042187425382	Best Yet	Crispy Rice	12 oz
3	042187026848	Best Yet	Crispy Rice	18 oz
4	041512093272	First Street	Crisp Rice	12 oz
5	036800211629	Food Club	Crisp Rice	12 oz
6	078742140988	Great Value	Crisp Rice	12 oz
7	078742076201	Great Value	Crisp Rice	18 oz
8	071923761521	Hospitality	Crisp Rice	13 oz
9	071923761811	Hospitality	Crisp Rice	35 oz
10	050700552996	Hy-Top	Crisp Rice	12 oz
11	041270830751	IGA	Crispy Rice	12 oz
12	011110851215	Kroger	Crispy Rice	12 oz
13	042400058007	Malt-O-Meal	Crispy Rice (bag)	18 oz
14	042400905011	Malt-O-Meal	Crispy Rice (bag)	36 oz
15	042400107934	Malt-O-Meal	Crispy Rice (box)	12 oz
16	042400070887	Malt-O-Meal	Crispy Rice (box)	18 oz
17	171988014058	Mill Select	Crispy Rice	12 oz
18	051933151307	Mornin' Gems	Crispy Rice	12 oz
19	050700289120	Parade	Crisp Rice	13 oz
20	046567011936	Raleys	Crispy Rice	12 oz
21	011110851390	Ralph's	Crispy Rice	12 oz
22	791669368678	Ralston Foods	Crisp Rice	12 oz
23	050700011974	Red & White	Crisp Rice	13 oz
24	021130280490	Safeway	Crispy Rice	12 oz
25	011161161127	Shurfine	Crispy Rice	15 oz
26	041380196402	Springfield	Crispy Rice	12 oz
27	074175004613	Stater Bros	Crispy Rice	12 oz
28	717544127925	Sunny Select	Crispy Rice	12 oz
29	011225421297	Valu Time	Crisp Rice	13 oz
30	011225024658	Valu Time	Crisp Rice	32 oz
31	015400162333	Western Family	Crisp Rice	12 oz
32	015400042895	Western Family	Crispy Rice	32 oz

To update product information to this list, please e-mail WICFoods@cdph.ca.gov



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Instant Oatmeal or Instant Oats - 51% or more Whole Grain - 11.8 oz - 12 oz

1	041163459625	Albertsons	Instant Oatmeal Regular Flavor	11.8 oz
2	042187410104	Best Yet	Instant Oatmeal Regular	11.8 oz
3	083921118951	Better Oats	Good'N Hearty Classic Old Fashioned Instant Oatmeal	12 oz
4	041512093357	First Street	Instant Regular Oats	11.8 oz
5	036800107472	Food Club	Instant Oatmeal Regular Flavor	11.8 oz
6	050700259406	Hy-Top	Instant Oatmeal Regular Flavor	11.8 oz
7	041270016650	IGA	INSTANT OATS REGULAR	11.8 oz
8	011110853301	Kroger	Instant Oatmeal Regular Flavor	12 oz
9	050700073163	Parade	Instant Oatmeal Regular Flavor	11.8 oz
10	046567007939	Raleys	Regular Instant Oats	11.8 oz
11	011110716163	Ralph's	Instant Oatmeal Regular Flavor	12 oz
12	791669199104	Ralston Foods	Regular Instant Oats	11.8 oz
13	050700016085	Red & White	Instant Oatmeal Regular Flavor	11.8 oz
14	021130282562	Safeway	Instant Oatmeal Regular Flavor	11.8 oz
15	041380196341	Springfield	Regular Instant Oats	11.8 oz
16	074175484255	Stater Bros	Regular Instant Oats	11.8 oz
17	717544126904	Sunny Select	Regular Instant Oatmeal	11.8 oz
18	015400035255	Western Family	Instant Oatmeal Regular Flavor	11.8 oz



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Other Cereals - Less than 51% Whole Grain - 12 oz - 36 oz

1	016000275676	General Mills	Kix	12 oz
2	016000625709	General Mills	Kix	18 oz
3	016000884908	General Mills	Kix	36 oz
4	038000001109	Kellogg	Corn Flakes	12 oz
5	038000001208	Kellogg	Corn Flakes	18 oz
6	038000001277	Kellogg	Corn Flakes	24 oz
7	038000482809	Kellogg	Corn Flakes	36 oz
8	038000016110	Kellogg	Special K	12 oz
9	038000016219	Kellogg	Special K	18 oz
10	042400044215	Malt-O-Meal	Honey & Oat Blenders® (bag)	12 oz
11	042400044222	Malt-O-Meal	Honey & Oat Blenders® (bag)	12 oz
12	042400047452	Malt-O-Meal	Honey & Oat Blenders® (bag)	13.5 oz
13	042400072058	Malt-O-Meal	Honey & Oat Blenders® (bag)	18 oz
14	042400125334	Malt-O-Meal	Honey & Oat Blenders® (bag)	18 oz
15	042400084761	Malt-O-Meal	Honey & Oat Blenders® (bag)	20 oz
16	042400022879	Malt-O-Meal	Honey & Oat Blenders® (bag)	24 oz
17	042400036302	Malt-O-Meal	Honey & Oat Blenders® (bag)	32 oz
18	042400022886	Malt-O-Meal	Honey & Oat Blenders® (bag)	36 oz
19	042400001096	Malt-O-Meal	Original Hot Wheat Cereal	18 oz
20	042400001058	Malt-O-Meal	Original Hot Wheat Cereal	28 oz
21	042400001041	Malt-O-Meal	Original Hot Wheat Cereal	36 oz
22	884912014245	Post	Honey Bunches of Oats - Honey Roasted	14.5 oz
23	884912014269	Post	Honey Bunches of Oats - Honey Roasted	18 oz
24	884912001870	Post	Honey Bunches of Oats-Honey Roasted	36 oz
25	030000068700	Quaker	Crunchy Corn Bran	12 oz
26	030000068601	Quaker	Crunchy Corn Bran	16 oz



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Whole Grain Cereals - 51% or more Whole Grain - 12 oz - 36 oz

1	072400000256	Cream of Wheat	Whole Grain Cream of Wheat	18 oz
2	016000275645	General Mills	Cheerios	14 oz
3	016000275287	General Mills	Cheerios	18 oz
4	016000176829	General Mills	Cheerios	36 oz
5	016000409453	General Mills	Honey Kix	12 oz
6	016000275621	General Mills	MultiGrain Cheerios	12.8 oz
7	016000423442	General Mills	MultiGrain Cheerios	16.2 oz
8	016000275638	General Mills	Total Whole Grain	16 oz
9	038000318290	Kellogg	Frosted Mini Wheats Bite Size	18 oz
10	038000318344	Kellogg	Frosted Mini Wheats Bite Size	24 oz
11	038000500879	Kellogg	Frosted Mini Wheats Little Bite	15.8 oz
12	171988014218	Mill Select	Corn Flakes	12 oz
13	171988013740	Mill Select	Oat Bran Flakes	12 oz
14	171988014157	Mill Select	Puffed Wheat w/Honey	12 oz
15	884912113139	Post	Bran Flakes	16 oz
16	884912105103	Post	Grape Nuts	16 oz
17	884912105219	Post	Grape Nuts	24 oz
18	884912105400	Post	Grape Nuts	32 oz
19	030000063408	Quaker	Life Cereal	15 oz
20	030000061107	Quaker	Life Cereal	21 oz
21	030000064306	Quaker	Oatmeal Squares (Brown Sugar)	16 oz
22	030000065709	Quaker	Oatmeal Squares (Brown Sugar)	24 oz
23	030000061503	Quaker	Oatmeal Squares (Cinnamon)	16 oz
24	030000060056	Quaker	Oatmeal Squares (Cinnamon)	24 oz