



Infant Cereal List

Use with July 5, 2011 WIC Authorized Food List Shopping Guide

This is an exclusive list of CA WIC Authorized infant cereals by product brand and product name, though additional 8 oz or 16 oz sizes may be available and are allowed.

#	UPC	Brand Name	Product Name	Size
1	052200004050	Beech-Nut	Homestyle Multigrain Cereal	8 oz
2	052200004159	Beech-Nut	Homestyle Oatmeal Cereal	8 oz
3	052200004456	Beech-Nut	Homestyle Rice Cereal	8 oz
4	023923900028	Earth's Best	Whole Grain Mult-Grain Cereal	8 oz
5	023923900172	Earth's Best	Whole Grain Oatmeal Cereal	8 oz
6	023923900011	Earth's Best	Whole Grain Rice Cereal	8 oz
7	015000007021	Gerber	Barley Cereal	8 oz
8	015000070038	Gerber	MultiGrain Cereal	8 oz
9	015000070526	Gerber	MultiGrain Cereal	16 oz
10	015000070014	Gerber	Oatmeal Cereal	8 oz
11	015000070519	Gerber	Oatmeal Cereal	16 oz
12	015000070205	Gerber	Organic Brown Rice Cereal	8 oz
13	015000070212	Gerber	Organic Oatmeal Cereal	8 oz
14	015000070007	Gerber	Rice Cereal	8 oz
15	015000070502	Gerber	Rice Cereal	16 oz
16	015000070045	Gerber	Whole Wheat Cereal	8 oz

It is the responsibility of the submitters to notify CDPH/WIC as soon as possible of all product changes (and the effective date of each change) to any of their products listed in the California WIC Food List Database; examples of product changes include, but are not limited to: package design, container size, ingredients, and/or discontinuance of a product or size. Product change notifications must be e-mailed to WICFoods@cdph.ca.gov.