



ITCA WIC ALERT

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GERBER® Infant Cereal Has New Packaging!

The ITCA WIC Program has been notified that the Nestlé Company, manufacturer of Gerber infant cereals, has changed the packaging of infant cereal from boxes to a plastic container. The 8 ounce and 16 ounce infant cereals (Rice, Oatmeal, Barley, and Whole Wheat) will transition to the plastic containers. The new plastic containers have already appeared on retail shelves as of March 2013. **There are new UPC codes for the plastic containers (see below for UPC changes).**

Old Packaging (boxes)

New Packaging (plastic containers)



Please allow the WIC customers to purchase the Gerber infant cereal in boxes or plastic containers.

Remember, when redeeming checks that have infant cereal, the WIC customer may purchase Gerber and/or Beechnut, single grain infant cereal, in 8 or 16 ounce containers, up to the amount specified on the check.

Inter Tribal Council of Arizona, Inc. WIC Program 2214 N. Central Avenue, Suite 100 Phoenix, AZ 85004
www.itcaonline.com

New UPC Codes

Product Name and Size	Old UPC (boxes)	New UPC (plastic containers)
Rice Cereal 8 oz.	0 15000 00704 1	0 15000 07000 7
Oatmeal Cereal 8 oz.	0 15000 00702 7	0 15000 07001 4
Barley Cereal 8 oz.	0 15000 00703 4	0 15000 07002 1
Whole Wheat Cereal 8 oz.	0 15000 00705 8	0 15000 07004 5
Rice Cereal 16 oz.	0 15000 00714 0	0 15000 07050 2
Oatmeal Cereal 16 oz.	0 15000 00712 6	0 15000 07051 9

Please note that the pricing on all items will remain unchanged.

If you have any questions or concerns regarding this WIC Alert, please contact Crystalina Corona, Vendor Coordinator, at 602-258-4822 or by email at: crystalina.corona@itcaonline.com