



# Authorized WIC Incentive Items for Peer Groups B & C

This document is created to provide clarification about what incentive items are acceptable for a not above-50-percent vendor (Peer Group Category B or Peer Group Category C) to offer to WIC shoppers, according to the WIC Bulletin Regulations, Section 70800(b) and (c).

## **ALLOWED**

- Free or reduced price food or other items.
- Cash or cash gift cards.
- Lottery tickets.
- Buy one, get one free.
- Buy one, get one at a reduced price.
- Free amounts added to an item by manufacturer coupons, store loyalty cards, and sales specials for supplemental foods.
- Free or reduced price services.

It is okay to offer minor customer courtesies, such as bagging supplemental foods for the WIC shopper and assisting the WIC shopper with loading the supplemental foods into a vehicle.

## **NOT ALLOWED**

- Incentive items provided solely to WIC shoppers.
- Incentive items provided by non above-50-percent vendors must be offered to all customers.

If you have questions about WIC approved incentive items, please call your Vendor Consultant or contact the Vendor Management Branch by phone at (855) WIC-STOR or (855) 942-7867, or by email at [WICVENDORINFO@cdph.ca.gov](mailto:WICVENDORINFO@cdph.ca.gov).