



California
Department of
Health Services

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Director

Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

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GROCER ALERT 2005-07

To:	ALL WIC GROCERS
Subject:	REFORMULATION OF HANSEN'S SHELF STABLE READY-TO-DRINK JUICE
Purpose	I am writing to notify you that the California Women, Infants, and Children (WIC) Supplemental Nutrition Program has approved the reformulation of the WIC authorized ready-to-drink shelf stable blended juice line. Effective August 1, 2005, Hansen's Apple Strawberry juice and Hansen's Apple Grape juice will be made without calcium.
Background	<p>Effective July 12, 2004, the WIC program entered into rebate contracts with five juice manufacturers to provide a specific selection of fruit and vegetable juice products to the WIC program.</p> <p>From time to time, manufacturers reformulate their products as allowed by their rebate contracts. Hansen's recently decided to remove the calcium supplementation from their WIC contract juices.</p>
Effective Date	Effective August 1, 2005, the words "plus calcium" will be removed from the WIC Food Instruments (FIs) issued for shelf stable ready-to-drink blended fruit juices "Apple Grape juice" and "Apple Strawberry juice."
Food Instrument Redemption Transition Period	<p>In addition to announcing the reformulation in Hansen's blended juice line, this Grocer Alert is a reminder that you must sell only the product(s) listed on the FIs – substitutions are not allowed. The juice FIs list the specific brand, flavor, and the number of containers the participant may purchase. We expect that you have trained your employees and they are adhering to these conditions. Please be aware that as part of its compliance monitoring activities, the WIC Branch is evaluating grocers for compliance with these requirements. Grocers found to have a pattern of redeeming FIs for unauthorized food items may be disqualified from the WIC program in accordance with the California Code of Regulations, Title 22, Section 40740 (f) and the terms of the vendor agreement.</p> <p>However, there will be a transition period continuing through the month of December 2005 due to double and triple issuing of FIs to participants and stock rotation issues at the grocery stores. During this time, grocers may see FI's for these Hansen's juices that contain the words "plus calcium" or FIs that contain the words "with or without calcium".</p> <p>During this transition period, FIs that state Hansen's Apple Strawberry juice and Hansen's Apple Grape juice with calcium can be redeemed</p>

	interchangeably for Hansen's Apple Strawberry juice and Hansen's Apple Grape juice without calcium and vice versa.
Stocking Requirements	All of the WIC authorized juice products are available to grocers through manufacturers, wholesalers and distributors. A comprehensive explanation of stocking requirements was included in Grocer Alert 2004-05 , dated June 16, 2004.
Revised Education Materials	The WIC Authorized Food List (WAFL) will be revised to remove the words "plus calcium" from the Hansen's ready-to-drink blended fruit juices.
Shelf Talkers	Beginning August 1, 2005, you may order shelf talkers from the WIC Branch for the new Hansen's ready-to-drink blended fruit juices on the enclosed order form .
Juice Reference Chart and Website	The enclosed WIC Authorized Juice Chart is included for your reference. Please refer to the WIC website at: www.wicworks.ca.gov for other WIC program information.
Questions	We want to thank you for working with us to successfully implement the rebate contracts, which allow the WIC Program to serve more participants. If you have any questions, please contact your WIC Grocer Consultant at, (916) 928-8705.
<p>David Markell, Chief Food Management and Integrity Section WIC Supplemental Nutrition Branch</p> <p>Enclosures: WIC Authorized Juice Chart Order Form</p>	

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ORDER FORM FOR SHELF TALKERS

Number of shelf talkers for Hansens ready-to-drink blended fruit juices that you wish to receive: _____

Please send shelf talkers to:

Contact: _____

Store Name: _____

Address: _____

City, State, Zip: _____

**Please fax this form to (916) 928-0608 or mail to:
Food Management and Integrity Section
WIC Supplemental Nutrition Branch
3901 Lennane Drive
Sacramento, CA 95834**