



State of California—Health and Human Services Agency
California Department of Public Health

March 1, 2013



EDMUND G. BROWN JR.
Governor

VENDOR ALERT 2013 - 01

TO: ALL WIC VENDORS
SUBJECT: GERBER® INFANT CEREAL CHANGES

Purpose Nestlé is changing the package type for its Gerber® infant cereals from boxes to plastic containers. They are also changing the name of their Mixed Grain infant cereal to MultiGrain. The package sizes will remain the same, though the new packages will have new Universal Product Codes (UPC).

Background Though the package type is changing and the products are being slightly reformulated, participants can continue to purchase Gerber® infant cereal products, as listed in the July 5, 2011 WIC Authorized Food List Shopping Guide (WAFL SG). Additionally, participants can continue to purchase the Mixed Grain infant cereal when the name changes to MultiGrain; this name change will be reflected in the next reprinting of the WAFL SG. There will be no Food Instrument changes. Products with the new packaging will begin to appear on store shelves in March 2013.

Package Changes The following chart lists the current UPC codes and the new UPC codes:

SUMMARY OF GERBER® INFANT CEREAL CHANGES

	Current Unit UPC	New Unit UPC
Gerber Rice 8 oz.	0 15000 00704 1	0 15000 07000 7
Gerber Oatmeal 8 oz.	0 15000 00702 7	0 15000 07001 4
Gerber Barley 8 oz.*	0 15000 00703 4	0 15000 07002 1
Gerber MultiGrain 8 oz.	0 15000 00701 0	0 15000 07003 8
Gerber Whole Wheat 8 oz.	0 15000 00705 8	0 15000 07004 5
Gerber Organic Rice	0 15000 12504 2	0 15000 07020 5
Gerber Organic Oatmeal	0 15000 12504 8	0 15000 07021 2
Gerber Rice 16 oz.	0 15000 00714 0	0 15000 07050 2
Gerber Oatmeal 16 oz.	0 15000 00712 6	0 15000 07051 9
Gerber MultiGrain 16 oz.	0 15000 00711 9	0 15000 07052 6

Source: Nestlé Nutrition, U.S., February 2013.

Note: *Changes from box packaging to plastic packaging will begin to appear on store shelves in September 2013.

Questions Please contact your supplier directly for additional details about ordering products. If you have any questions, please contact your Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You can also contact the WIC Vendor Management Branch by email: WICVENDORINFO@cdph.ca.gov.

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