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EDMUND G. BROWN JR.
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July 28, 2017

VENDOR ALERT 2017 - 04

TO: ALL WIC VENDORS
SUBJECT: CHANGES TO MALT-O-MEAL BREAKFAST CEREALS

Purpose

The California Department of Public Health/Women, Infants, and Children (CDPH/WIC) Division is notifying all WIC authorized vendors of a label change for Malt-O-Meal Original hot cereal and of upcoming changes to the formulation of Malt-O-Meal Oat Blenders with Honey, which will render Oat Blenders with Honey federally ineligible for purchase with WIC food instruments.

Background

In April 2017, the CDPH/WIC Division received notification from Post Consumer Brands, the parent company of Malt-O-Meal cereals, that packaging artwork for Malt-O-Meal Original hot cereal was changing. In addition, we were told that Malt-O-Meal Oat Blenders with Honey is undergoing a formulation change. As a result, the CDPH/WIC Division is updating *WIC Bulletin Regulations 82100, WIC Authorized Food List: Breakfast Cereal*, with the issuance of Regulatory Bulletin 2017-02.

Packages of Malt-O-Meal Original hot cereal with the new artwork began shipping to retail stores in the Spring of 2017, and these packages are likely to already be on store shelves. A flyer showing the old versus the new artwork is attached to this Vendor Alert. As noted in the WIC Authorized Food List Shopping Guide, changes to product artwork do not affect authorization, so Malt-O-Meal Original hot cereal will continue to be authorized.

Malt-O-Meal Oat Blenders with Honey is being reformulated to reduce its iron content, resulting in the reformulated cereal having an amount of iron that is below the federal requirement for WIC-authorized breakfast cereal. As of August 1, 2017, Malt-O-Meal Oat Blenders with Honey, regardless of formulation, will no longer be authorized for purchase with California WIC food instruments.

Action for Vendors

Attached is a flyer that you may share with staff to show the old and new Malt-O-Meal Original hot cereal packaging artwork. The WIC Mobile Website will be updated by August 1, 2017 to show the new Malt-O-Meal Original hot cereal image, as well as an image and language indicating that Oat Blenders with Honey is no longer authorized.

Please inform store staff that, as of August 1st, Malt-O-Meal Oat Blenders with Honey cannot be purchased with WIC food instruments. You may instruct staff who use the WIC Authorized Food List Shopping Guide at their workstations to “X” out the Oat



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Blenders with Honey in their copies of the Shopping Guide booklet to assist them in identifying that it is no longer WIC authorized, starting August 1st.

Questions

If you have any questions, contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.



Lantrel Stockton, Chief
Vendor Management Branch
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