



KAREN L. SMITH, MD, MPH
Director and State Public Health Officer

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



EDMUND G. BROWN JR.
Governor

November 30, 2017

VENDOR ALERT 2017 – 08

TO: ALL WIC VENDORS
SUBJECT: REMOVAL OF QUAKER CORN BRAN CRUNCH FROM THE AUTHORIZED LIST OF BREAKFAST CEREALS

Purpose The California Department of Public Health/Women, Infants, and Children (CDPH/WIC) Division is notifying all WIC authorized vendors of an upcoming change in which Quaker Corn Bran Crunch will be removed as an authorized breakfast cereal from the WIC Authorized Food List.

Background Quaker Corn Bran Crunch was reformulated and no longer meets federal breakfast cereal requirements. As of December 21, 2017, Quaker Corn Bran Crunch will no longer be authorized for purchase with California WIC benefits.

Action for Vendors Share with your staff that as of December 21, 2017, Quaker Corn Bran Crunch will no longer be authorized for purchase with California WIC benefits. The "WIC Foods" page of the WIC Mobile Website will be updated by December 21, 2017 with an image and language indicating that Corn Bran Crunch is no longer authorized. You may cross out the Corn Bran Crunch in Shopping Guides used by staff starting on December 21, 2017.

Questions If you have any questions, contact your WIC Vendor Consultant or call toll free at (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
Women, Infants, and Children (WIC) Division



CDPH Women, Infants and Children (WIC) Division
3901 Lennane Drive MS 8600 Sacramento, CA 95834
P.O. Box 997375 MS 8600 Sacramento, CA 95899-7375
(916) 928-8500 [Division Website](http://www.wicworks.ca.gov) (www.wicworks.ca.gov)

