Look for WIC Juice

Front Label Vitamin C Changes Starting

02/01/2018

• “120% Vitamin C” (or more) front label requirement is changing to “80% Vitamin C” (or more)*

• Starting 02/01/2018, juice with 80% Vitamin C on the front label is WIC authorized

• Products with “80% Vitamin C” (or more), e.g., 120% or 130%, on the front label are WIC authorized as long as they meet all other WIC juice requirements

• “100% Juice” must still be on the front label

* Front labels for orange juice and white grapefruit juice do not have to list Vitamin C content