

Juice Label Change!

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*



California Department of Public Health, California WIC Program
This institution is an equal opportunity provider.

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