



SANDRA SHEWRY
Director

Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

March 8, 2005

GROCER ALERT 2005-03

To:	ALL WIC GROCERS
Subject:	NEW ARTWORK/NAME CHANGES FOR QUAKER CEREALS
Purpose	I am writing to inform you that the Quaker Oats Company recently updated the artwork on their cereal boxes and made minor name changes to two of the three WIC authorized cereals. Quaker began shipping these new boxes to stores in February.
Changes	<p>Changes to the Quaker Oats Company products are as follows:</p> <ol style="list-style-type: none"> 1. The artwork on the cereal boxes has changed. The new artwork is similar to the original labels with the addition of a green "SmartSpot" symbol in the lower right hand corner. All three of the WIC authorized Quaker Cereals now include the SmartSpot symbol. 2. Minor name changes were made to the following cereals: <ul style="list-style-type: none"> o "Quaker Crunchy Corn Bran" is now called "<u>Quaker Essentials Crunchy Corn Bran</u>." o "Quaker Squares" is now called "<u>Quaker Essentials Oatmeal Squares</u>."
Educational Materials	The WIC Shopping Guide and the WIC Authorized Food List will be updated to reflect the new labels for Quaker Cereals. Both documents will be available in July 2005.
Questions	If you have any questions, please contact your WIC Grocer Consultant at (916) 928-8705.
<p>David Markell, Chief Food Management and Integrity Section WIC Supplemental Nutrition Branch</p>	

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