



SANDRA SHEWRY
Director

Department of Health Services



ARNOLD SCHWARZENEGGER
Governor

June 13, 2005

GROCER ALERT 2005-06

To:	ALL WIC GROCERS
Subject:	NEW SHELF STABLE JUICE
Purpose	<p>I am writing to notify you that the California Women, Infants and Children (WIC) Supplemental Nutrition Program has approved the addition of Langers Red-Grape Juice to our WIC authorized juice list effective August 1, 2005.</p> <p>In addition, I am writing to remind you of the requirement to sell only the specific juice product(s) and quantities listed on the WIC food instruments (FIs) to participants of the WIC program.</p>
Background	<p>Effective July 12, 2004, the WIC program entered into rebate contracts with five juice manufacturers to provide a specific selection of fruit and vegetable juice products to the WIC program.</p> <p>From time to time, manufacturers request that additional products be added to their line of approved juices, as allowed by their rebate contracts. Langers recently requested the approval to add their Red-Grape Juice to the WIC Authorized Juice List.</p>
FI Redemption	<p>In addition to announcing the addition of the Langers Red-Grape Juice, this grocer alert is a reminder that you must sell only the product(s) listed on the FIs – substitutions are not allowed. The juice FIs list the specific brand, flavor, and the number of containers the participant may purchase. We expect that you have trained your employees and they are adhering to these conditions. Please be aware that as part of its compliance monitoring activities, the WIC Branch is evaluating grocers for conformity with these requirements. Vendors found to have a pattern of redeeming FIs for unauthorized food items may be disqualified from the WIC program in accordance with the California Code of Regulations, Title 22, Section 40740(f) and the terms of your vendor agreement.</p>
Food Instrument Change	<p>Effective August 1, 2005, FIs issued for shelf stable ready-to-drink grape juice will list “White-Grape” and “Red-Grape” as WIC authorized options for purchase.</p>
Stocking Requirements	<p>All of the WIC authorized juice products are available to grocers through manufacturers, wholesalers and distributors. A comprehensive explanation</p>

	of stocking requirements was included in Grocer Alert 2004-05 , dated June 16, 2004.
Revised Education Materials	The WIC Authorized Food List (WAFL) will be revised to include the new Langers Red-Grape juice. We anticipate shipping the updated WAFL in mid-July.
Shelf Talkers	Beginning August 1, 2005, you may order shelf talkers from the Branch for Langers Red-Grape Juice on the enclosed order form .
Juice Reference Chart and Website	The enclosed WIC Authorized Juice Chart is included for your reference. Please refer to the WIC website at: www.wicworks.ca.gov for other WIC program information.
Questions	We want to thank you for working with us to successfully implement the rebate contracts, which allow the WIC Program to serve more participants. If you have any questions, please contact your WIC Grocer Consultant at, (916) 928-8705.
David Markell, Chief Food Management and Integrity Section WIC Supplemental Nutrition Branch Enclosures: WIC Authorized Juice Chart Order Form	

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WIC Authorized Juices Effective August 1, 2005

Form (container)	Type (flavor)	Lines	Vendor
Frozen Concentrate Juice (11.5 or 12 ounces)	Apple		Langers
	Grape	White and Purple	Welch's
	Orange		Langers
	Pineapple		Old Orchard
	Blended Fruit	White Grape Peach White Grape Raspberry White Grape Pear White Grape Cranberry	Welch's
Form (container)	Type (flavor)	Lines	Vendor
Shelf Stable Ready-to-drink (RTD) Juice (64 ounces)	Apple		Hansen's
	Grape	White and Red	Langers
	Orange		Cliffstar* <i>(Private labels and store brands)</i>
	Pineapple		Langers
	Blended Fruit	Apple Grape Apple Strawberry	Hansen's
	Blended Vegetable	Vegetable Juice	Cliffstar* <i>(Private labels and store brands)</i>

*Cliffstar Private Labels and Store Brands

Shelf Stable Orange Juice	Shelf Stable Vegetable Juice
Golden Crown	Golden Crown
Western Family	Western Family
Ralph's	Ralph's
Springfield	Springfield
Sunny Select	Sunny Select
Kroger	Kroger
Best Yet	Best Yet
Red & White	Red & White
Safeway	Safeway
Vons	Vons
Stater Bros.	Stater Bros.

ORDER FORM FOR SHELF TALKERS

Number of shelf talkers for Langers Red-Grape Juice that you wish to receive: _____

Please send shelf talkers to:

Contact: _____

Store Name: _____

Address: _____

City, State, and Zip: _____

Please fax this form to (916) 928-0612 or mail to:
Food Management and Integrity Section
WIC Supplemental Nutrition Branch
3901 Lennane Drive
Sacramento, CA 95834