



California
Department of
Health Services

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Department of Health Services

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VENDOR ALERT 2007-06



ARNOLD SCHWARZENEGGER
Governor

TO: ALL WIC VENDORS

SUBJECT: CHANGES TO CHEERIOS AND KIX CEREALS NET WEIGHT BOXES

Purpose

I am writing to inform you that, effective June 25, 2007, General Mills will change the net weight of many of their cereals, two of which are WIC authorized, Cheerios and Kix. Both of these cereals will remain authorized, but will be available in different net weight boxes.

Net Weight Changes

Cheerios Cereal

Current Net Weights	New Net Weights
15 ounces	14 ounces
20 ounces	18 ounces
35 ounces	36 ounces

The 15, 20, and 35 ounce net weight boxes will be discontinued.

Kix Cereal

Current Net Weights	New Net Weights
13 ounces	12 ounces
18 ounces	(no change)
	36 ounces

The 13-ounce net weight box will be discontinued and a 36-ounce net weight will be added.

UPC Codes The changes to net weight require changes to product UPC codes.
The following are the new codes to correspond to the new net weights:

Cheerios Cereal

14 ounces		0 16000 27564 5
18 ounces		0 16000 27528 7
36 ounces		0 16000 17682 9

Kix Cereal

12 ounces		0 16000 27567 6
18 ounces	(no change)	0 16000 62570 9
36 ounces		0 16000 88490 8

Cereal box Images General Mills will be making minimal changes to the front panel of the cereal box including a “heart healthy” message and the new weight declaration.

Transition Period General Mills anticipates a transition period where both the old and new net weight boxes will be available. This period will differ by geography and by brand but should be completed within 4-8 weeks of the June 25, 2007 effective date.

Since participants may buy up to 36 ounces of authorized cereal in boxes or bags of 12-ounce weight or larger, any of the current and new sizes specified in this alert will be authorized. As always, you must only sell to participants the specific food items in the quantities and package sizes specified on the food instrument.

Questions If you have any questions, please contact your WIC Vendor Consultant at (916) 928-8705.