



State of California—Health and Human Services Agency
California Department of Public Health



EDMUND G. BROWN JR.
Governor

October 7, 2011

VENDOR ALERT 2011-08

TO: ALL WIC VENDORS

SUBJECT: CHANGES TO MALT-O-MEAL HONEY & OAT BLENDERS BREAKFAST CEREAL NAME AND PACKAGING

Purpose The California Women, Infants, and Children (WIC) Program is notifying you of changes to the Malt-o-Meal breakfast cereal name and packaging.

Background Malt-o-Meal Honey & Oat Blenders is currently listed in the WIC Authorized Food List Shopping Guide (WAFL SG) under the BREAKFAST CEREAL food category. The name is changing from Honey & Oat Blenders breakfast cereal to Oat Blenders with Honey. The product with the new name and packaging is available in stores now.

Vendor Implications Although the name is changing, participants will continue to be allowed to purchase this product as the formulation and UPC codes are not changing. Participants may purchase product with either the old or new name/label while stock of the old product still exists. There will be no Food Instrument (FI) changes since FIs do not list specific cereal names. Products with the new name and appearance began shipping in August.

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

Clyde R. Steele, Chief
Vendor Management Branch
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