

# MEMORANDUM

MEMO TO: All Authorized Utah WIC Vendors

FROM: Nicole Reames, Benefits Delivery and Integrity Coordinator

DATE: February 21, 2017

MEMO #: FY 2017-04

SUBJECT: **Beechnut Cereal Packaging and UPC Change**

Beechnut Cereal Packaging and UPC's will be changing as of March 2017. The three cereals will move from a cardboard box to a plastic canister with new UPC codes. Please tag the old UPC as a WIC item in your UPC database until May 2018. The new UPC's should be tagged in your UPC database as soon as the items are available for purchase in your store.

Information on each of the cereals is as follows:

UPC Code (12 digits)	Brand Name	Product Name	Package Size
052200034712	Beech-Nut	Complete Multigrain Cereal	8 oz
052200034729	Beech-Nut	Complete Oatmeal Cereal	8 oz
052200034705	Beech-Nut	Complete Rice Cereal	8 oz

Images of the new packaging:



If you have any questions or concerns, please call the State WIC office at 1-877-WIC-KIDS and ask to speak with the Vendor Coordinator, Nicole Reames.

cc: WIC Directors  
Local Agency Vendor Coordinators

