



# MEMORANDUM

MEMO TO: All Utah WIC Vendors Supplied by Associated Foods

FROM: Nicole Reames  
Benefits Delivery and Integrity Coordinator  
Utah WIC Program

DATE: May 3, 2018

MEMO #: FY 2018-04

SUBJECT: **Transition from Western Family to Food Club Brand**

As most of you are aware, Associated Foods is currently in the process of transitioning the Western Family brand to the Food Club brand on many products. As Food Club gradually replaces the Western Family Brand, both brands will be approved for purchase until Western Family is no longer available.

Enclosed is an insert to the current food booklet that will inform cashiers and WIC participants of the above brand change. Please place an insert in the Authorized Food Booklet at each cash register/check stand within your store. Utah WIC participants will receive the insert at their next clinic visit within the next three months.

You are an integral part of our program. Thank you for your support and the healthy foods your store provides to our participants. If you have any questions or concerns please feel free to contact our WIC offices at 1-877-WIC-KIDS.