



TIPS FOR BUYING WIC BREAKFAST CEREAL

You can now buy more **SIZES** and **VARIETIES** of breakfast cereal!

TIP 1



CHECK YOUR CEREAL AMOUNT before you shop!

Use the **My Benefits** button on the WICShopper app to check your benefits!

Note: Children & adults each get 36 oz of cereal per month.

TIP 2



REVIEW YOUR NEW CEREAL OPTIONS!

More of your favorite cereals and sizes are now available!



- Use the back of this guide to find:
 - Approved cereals
 - Stores that may carry these cereals
- Use the **Scan Barcode** button on the WICShopper app to check if a cereal is approved.

Note: Scan the barcode on the cereal box, not the shelf sticker!

TIP 3



GET THE MOST out of your benefits!

Choose a 12 oz or 18 oz box size to:

- ★ Have the largest selection of cereal options
- ★ Easily get your total benefits

To use your full cereal benefit, choose sizes that add up to 36 oz.

- Use the table below to find ways to get all 36 oz of cereal.

9 + 9 + 9 + 9	★ 12 + 12 + 12	16 + 20
9 + 9 + 18	12 + 24	★ 18 + 18
10.6 + 13.4 + 12	13 + 23	36

- You can also use the **Cereal Calculator** on the WICShopper app to keep track of ounces.

Note: You don't have to buy cereals that add up to exactly 36 oz but any ounces you have left over will be lost.

EXAMPLE A

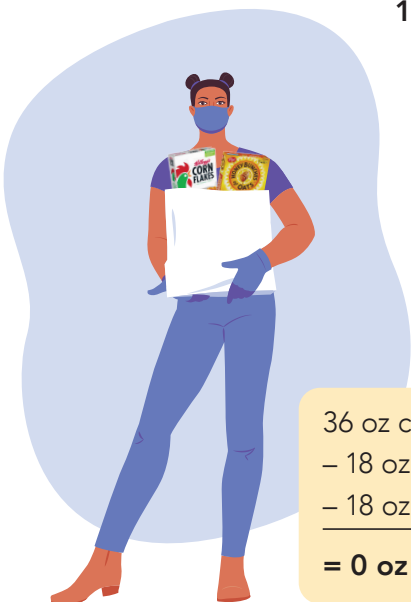
MEENA FINDS CEREALS THAT USE ALL OF HER BENEFITS.

TIP 1 Meena has **36 oz** of cereal to use.

TIP 2 This guide shows that her favorite cereal Honey Bunches of Oats is available in six sizes (12, 15, 18, 23, 28, 32 oz).

TIP 3 Meena chooses the **18 oz** box so that she has **18 oz** left over, which leaves her with many choices for her second box. She buys an 18 oz box of Corn Flakes.

Meena is happy that all her benefits will be used.



36 oz cereal benefit
 – 18 oz Honey Bunches of Oats
 – 18 oz Corn Flakes
 = 0 oz unused

EXAMPLE B

MARTA PICKS CEREALS SHE LIKES MOST AND IS OK WITH UNUSED BENEFITS.

TIP 1 Marta has **36 oz** of cereal to use.

TIP 2 She likes Kellogg's Frosted Mini Wheats Bite Size Strawberry and sees on this guide they are available in four sizes (13.3, 14.3, 20, and 22 oz). The store only has the **13.3 oz** size, which leaves her with **22.7 oz** left over (36 - 13.3 = 22.7).

TIP 3 Marta sees there are no cereals on this guide that are exactly 22.7 oz but sees a lot of other size options including a **22.2 oz** box of Rice Chex, which she also likes. Marta is happy she can choose from a variety of cereals, even if they don't add up to exactly 36 oz.

Marta buys these two boxes of cereal and knows some of her benefits won't be used.



36 oz cereal benefit
 – 13.3 oz Mini Wheats
 – 22.2 oz Rice Chex
 = 0.5 oz unused

COLD CEREALS

WIC APPROVED CEREAL BRAND	TYPE	APPROVED PACKAGE SIZE (OZ)	NATIONAL BRAND (could be sold by any store)	STORE BRAND (only sold at specific stores. If a specific store is not listed, then there are multiple stores.)
Best Yet	Bran Flakes	17.3	X	✓
	Frosted Bite Size Shredded Wheat	18	X	✓
	Toasted Oats	12	X	✓
Food Club	Bran Flakes	17.3	X	✓
	Corn Flakes	18, 24	X	✓
	Corn Squares	12	X	✓
	Crisp Rice	12	X	✓
	Frosted Shredded Wheat	18	X	✓
	Frosted Shredded Wheat Bite Size	32	X	✓
	Frosted Shredded Wheat Bite Size Strawberry	16.3	X	✓
	Honey and Oats with Almonds	14.5	X	✓
	Honey and Oats with Honey and Oat Clusters	14.5	X	✓
	Rice Squares	12	X	✓
Toasted Oats	12	X	✓	
Freedom's Choice	Bran Flakes	17.3	X	✓ Commissary Stores
	Frosted Shredded Wheat	18	X	✓ Commissary Stores
	Toasted Oats	12	X	✓ Commissary Stores
General Mills	Cheerios Multigrain	9, 12, 18, 20.6	✓ Any store	X
	Cheerios Oat Crunch Berry	18, 24	✓ Any store	X
	Cheerios Original	7.4, 8.9, 12, 18, 20, 21.7, 24, 28	✓ Any store	X
	Cheerios Veggie Blends Apple Strawberry	10.6, 18	✓ Any store	X
	Cheerios Veggie Blends Blueberry Banana	10.6, 18	✓ Any store	X
	Chex Blueberry	12	✓ Any store	X
	Chex Cinnamon	12, 19.2	✓ Any store	X
	Chex Corn	12, 18, 23.2	✓ Any store	X
	Chex Rice	12, 18, 22.2	✓ Any store	X
	Chex Wheat	14, 19	✓ Any store	X
	Fiber One Honey Clusters	17.5	✓ Any store	X
	Kix Berry Berry	18	✓ Any store	X
	Kix Honey	18	✓ Any store	X
	Kix Original	12, 18	✓ Any store	X
	Total Whole Grain	16	✓ Any store	X
	Wheaties	15.6	✓ Any store	X
Grain Berry	Grain Berry Apple Cinnamon	12	X	✓ Safeway
	Grain Berry Honey Nut	12	X	✓ Natural Grocers ✓ Sprouts
Great Value	Bran Flakes	15.6	X	✓ Walmart
	Corn Squares	12	X	✓ Walmart
	Rice Crisps	12	X	✓ Walmart
	Rice Squares	12	X	✓ Walmart
Kroger	Bran Flakes	18	X	✓ Fred Meyer ✓ QFC
	Corn Flakes	18	X	✓ Fred Meyer ✓ QFC
	Crispy Rice	12	X	✓ Fred Meyer ✓ QFC
	Honey Crisp Medley w/ Almonds	14.5	X	✓ Fred Meyer ✓ QFC
	Oat Squares	14.5	X	✓ Fred Meyer ✓ QFC
	Rice Bitz	12	X	✓ Fred Meyer ✓ QFC
	Toasted Oats	12	X	✓ Fred Meyer ✓ QFC
Kellogg's	Complete Bran	11.6	✓ Any store	X
	Corn Flakes	9.6, 12, 18, 24, 25.2, 36	✓ Any store	X
	Crispix	9.6, 12, 18	✓ Any store	X
	Frosted Mini Wheats Bite Size Blueberry	14.3, 20, 22	✓ Any store	X
	Frosted Mini Wheats Bite Size Pumpkin Spice	20	✓ Any store	X
	Frosted Mini Wheats Bite Size Strawberry	13.3, 14.3, 20, 22	✓ Any store	X
	Frosted Mini Wheats Blueberry Muffin	13.3	✓ Any store	X
	Frosted Mini Wheats Cinnamon Roll	13.3	✓ Any store	X
	Frosted Mini Wheats Golden Honey	13.3, 20	✓ Any store	X
	Frosted Mini Wheats Little Bites	14.8, 15.9, 20.2, 23	✓ Any store	X
	Frosted Mini Wheats Original	14.5, 16, 18, 20, 24, 29.5, 32, 34	✓ Any store	X
	Frosted Mini Wheats Pumpkin Pie Spice (seasonal)	13.3, 20	✓ Any store	X
	Kashi Organic Blueberry Clusters	13.4, 18.3	✓ Any store	X
	Kashi Organic Hearts & O's Honey Toasted	10.6	✓ Any store	X
	Kashi Organic Hearts & O's Warm Cinnamon	10.6	✓ Any store	X
	Rice Krispies	9, 12, 18, 24, 25.2	✓ Any store	X
	Special K Original	9.6, 12, 18	✓ Any store	X
Special K Protein Original Multi-Grain Touch of Cinnamon	12.9, 13.3, 17.5, 19	✓ Any store	X	
Malt-O-Meal	Crispy Rice	36	✓ Any store	X
	Frosted Mini Spooners	18, 27, 36	✓ Any store	X
	Strawberry Mini Spooners	36	✓ Any store	X
Post	Grape Nuts Flakes	18	✓ Any store	X
	Grape Nuts Original	20.5, 29	✓ Any store	X
	Great Grains Banana Nut Crunch	15.5, 18	✓ Any store	X
	Great Grains Crunchy Pecan	16, 19	✓ Any store	X
	Honey Bunches of Oats Honey Roasted	12, 15, 18, 23, 28, 32	✓ Any store	X
	Honey Bunches of Oats Maple & Pecans	12	✓ Any store	X
	Honey Bunches of Oats with Almonds	12, 15, 18, 23, 28	✓ Any store	X
	Honey Bunches of Oats with Cinnamon	12	✓ Any store	X
	Honey Bunches of Oats with Vanilla	12, 18	✓ Any store	X
Quaker	Life Original	13, 22.3, 24.8	✓ Any store	X
	Life Vanilla	13	✓ Any store	X
	Oatmeal Squares Brown Sugar	21	✓ Any store	X
Signature Select	Bran Flakes	17.3	X	✓ Safeway/Albertsons
	Corn Flakes	18	X	✓ Safeway/Albertsons
	Crispy Rice	12	X	✓ Safeway/Albertsons
	Oats and Almonds	14.5	X	✓ Safeway/Albertsons
	Oats and More with Honey	14.5	X	✓ Safeway/Albertsons
	Rice Pockets	12	X	✓ Safeway/Albertsons
	Toasted Oats	12	X	✓ Safeway/Albertsons
That's Smart	Bran Flakes	17.3	X	✓
WinCo Foods	Corn Flakes	18	X	✓ WinCo

HOT CEREALS

WIC APPROVED CEREAL BRAND	TYPE	APPROVED PACKAGE SIZE (OZ)	NATIONAL BRAND (could be sold by any store)	STORE BRAND (only sold at specific stores. If a specific store is not listed, then there are multiple stores.)
Best Yet	Instant Oatmeal Regular	11.8	X	✓
Cream of Rice	Instant	12	✓ Any store	X
	Original	14	✓ Any store	X
Cream of Wheat	Instant	12	✓ Any store	X
	1 Minute	28	✓ Any store	X
	2 ½ Minute	12, 18, 28	✓ Any store	X
Food Club	Instant Oatmeal Regular	11.8	X	✓
Great Value	Instant Oatmeal Regular	11.8	X	✓ Walmart
Kroger	Original Oats Instant Oatmeal	12	X	✓ Fred Meyer ✓ QFC
Malt-O-Meal	Original Hot Wheat Cereal	36	✓ Any store	X
Quaker	Instant Oatmeal Original	9.8	✓ Any store	X
Signature Select	Instant Oatmeal Regular	9.8	X	✓ Safeway/Albertsons