

WV WIC Program Approved Food List
Effective July 1, 2015

BRAND SPECIFIC WIC ITEMS UPC APPENDIX

• **BREAKFAST CEREAL**

	Prod_Name	UPC_PLU
B&G	B&G Cream of Wheat Whole Grain 18 oz	072400000256
	B&G Cream of Wheat Instant Whole Grain 12.7 oz	072400060182
Food Club	Food Club Frosted Shredded Wheat Strwbry Crm 18 oz	036800292086
General Mills	General Mills Cheerios	016000666108
	General Mills Cheerios	016000666603
	General Mills Cheerios 12 oz	016000487727
	General Mills Cheerios 14 oz	016000275645
	General Mills Cheerios 18 oz	016000275287
	General Mills Cheerios 21 oz	016000476080
	General Mills Cheerios 28 oz	016000160125
	General Mills Cheerios Multi Grain	016000275621
	General Mills Cheerios Multi Grain	016000687905
	General Mills Cheerios Value Pack 21.6 oz	016000433274
	General Mills Multi Grain Cheerios 16.2 oz	016000423442
	General Mills MultiGrain Cheerios 12 oz	016000487697
	General Mills MultiGrain Cheerios 18 oz	016000487710
	General Mills Multigrain Cheerios 18.75 oz	016000401051
	General Mills MultiGrain Cheerios 25.6 oz	016000160118
	General Mills Corn Chex	016000275584
	General Mills Corn Chex 12 oz	016000487963
	General Mills Corn Chex 16 oz	016000811607
	General Mills Corn Chex 18 oz	016000487970
	General Mills Rice Chex	016000275591
	General Mills Rice Chex	016000811706
	General Mills Rice Chex 12 oz	016000487949
	General Mills Rice Chex 18 oz	016000487956
	General Mills Diego Cereal 18 oz	016000488366
	General Mills Dora the Explorer Cereal 18 oz	016000176348
	General Mills Berry Berry Kix 12 oz	016000410770
	General Mills Honey Kix 12 oz	016000409453
	General Mills Kix	016000275676
	General Mills Kix	016000625709
	General Mills Kix	016000884908
	General Mills Kix Cereal	016000663701
Kellogg's	Kellogg's Corn Flakes 12 oz	038000001109
	Kellogg's Corn Flakes 18 oz	038000001208
	Kellogg's Corn Flakes 24 oz	038000001277

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Kellogg's	Kellogg's Corn Flakes 36 oz.	038000482809
	Kellogg's Crispix 18 oz	038000924224
	Crispix 12 oz	038000035302
	Crispix Cereal 17.9 oz	038000035104
	Kellogg's Bite Size Mini Wheats Unfrosted	038000359828
	Kellogg's Frosted Mini Wheats Big Bite 16 oz	038000027208
	Kellogg's Frosted Mini Wheats Big Bite 18 oz	038000576195
	Kellogg's Frosted Mini Wheats Bite Size 18 oz	038000318290
	Kelloggs Frosted Mini Wheats Bite Size 24 oz	038000318344
	Kellogg's Frosted Mini Wheats Bite Size 24 oz	038000049200
	Kellogg's Frosted Mini Wheats Little Bites 15.2 oz	038000596827
	Kellogg's Frosted Mini Wheats Original 30 oz	038000469541
	Kellogg's Frosted Mini Wheats Original 36 oz	038000937743
	Kellogg's Frstd Mini Wheats Tch of Frt Raisin 15oz	038000102301
	Kellogg's Frstd Mini Wheats Tch of Frt Rasp 15oz	038000597039
	Kellogg's Rice Krispies Gluten Free 12 oz	038000550195
	Kellogs Rice Krispies 24 oz	038000395000
	Rice Krispies 12 oz	038000318467
	Rice Krispies 18 oz	038000291210
	Special K Cereal 12 oz	038000016110
	Special K Original 18 oz	038000016219
Kroger	Kroger Frosted Shredded Wheat Blueberry 16 oz	011110787118
	Kroger Frosted Shredded Wheat Strwbrry Crm 16.3 oz	011110787088
Malt O Meal	Malt O Meal Chocolate Hot Wheat Cereal 28 oz	042400001362
	Malt O Meal Chocolate Hot Wheat Cereal 36 oz	042400001065
	MOM Brands CoCo Wheats 14 oz	042400184706
	CoCo Wheats	042400184690
	CoCo Wheats 28 oz	011126003288
	Malt-O-Meal Oat Blenders with Honey & Almonds 18oz	042400125341
	Malt O Meal Oat Blenders with Honey 12 oz	042400044215
	Malt O Meal Oat Blenders with Honey 13.5 oz	042400047452
	Malt O Meal Oat Blenders with Honey 18 oz	042400072058
	Malt O Meal Oat Blenders with Honey 18 oz	042400125334
	Malt O Meal Oat Blenders with Honey 36 oz	042400022886
	Malt-O-Meal Oat Blenders with Honey & Almond 18oz	042400022961
	Malt-O-Meal Oat Blenders with Honey & Almonds 36oz	042400022992
	Malt-O-Meal Blueberry Mini Spooners 18 oz	042400142997
	Malt-O-Meal Blueberry Mini Spooners 18 oz	042400146322
	Malt-O-Meal Blueberry Mini Spooners 36 oz	042400172659
	Malt-O-Meal Blueberry Mini Spooners 36 oz	042400181545
	Malt-O-Meal Strawberry Cream Mini Spooners 18 oz	042400070993

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Malt O Meal	Malt-O-Meal Strawberry Cream Mini Spooners 18 oz	042400109037
	Malt-O-Meal Strawberry Cream Mini Spooners 36 oz	042400062370
	Malt-O-Meal Strawberry Cream Mini Spooners 36 oz	042400181538
My Essentials	My Essentials Strwbrry Frosted Shredded Wheat 18oz	725439109956
Our Family	Our Family Strwbrry Crm Frosted Shrd Wheat 16.3oz	070253298721
Quaker	Quaker Life 15 oz	030000063408
	Quaker Life 21 oz	030000061107
	Quaker Life Cereal 13 oz	030000063545
	Quaker Life Cereal 18 oz	030000061190
	Quaker Life Cereal 21.6 oz	030000313466
	Quaker Life Cereal 25.2 oz	030000310854
	Quaker Oatmeal Squares Brown Square	030000317570
	Quaker Oatmeal Squares Brown Sugar 21 oz	030000064030
	Quaker Oatmeal Squares Cinnamon 16 oz	030000061503
	Quaker Oatmeal Squares Cinnamon 21 oz	030000320730
	Quaker Oatmeal Squares with Brown Sugar	030000064412
	Quaker Oatmeal Squares with Cinnamon 14.5 oz	030000061534
	Quaker Instant Oatmeal Original	030000012109
	Quaker Instant Oatmeal Original 20.7 oz (21 pkts)	030000316238
Post	Post Alphabits 12 oz	884912003584
	Post Great Grains Banana Nut Crunch 15.5 oz	884912116505
	Honey Bunches of Oats with Almonds 14.5 oz	884912014252
	Honey Bunches of Oats with Almonds 18 oz.	884912014276
	Post Honey Bunches of Oats - Almonds	884912001863
	Post Honey Bunches of Oats - Honey Roasted	884912001870
	Post Honey Bunches of Oats 18 oz	884912014269
	Post Honey Bunches of Oats Almonds 14.5 oz	043000014257
	Post Honey Bunches of Oats Cinnamon Bunches 18 oz	884912012784
	Post Honey Bunches of Oats Honey Crunch 18 oz.	884912005632
	Post Honey Bunches of Oats Honey Roasted 14.5	884912014245
	Post Honey Bunches of Oats Honey Roasted 14.5 oz	043000014240
	Post Honey Bunches of Oats Honey Roasted 19 oz	043000014264
	Post Honey Bunches of Oats Honey Roasted 21 oz	043000112243
	Post Honey Bunches of Oats Honey Roasted 24.5 oz	884912014290
	Post Honey Bunches of Oats Honey Roasted 27 oz	884912003928
	Post Honey Bunches of Oats Vanilla Bunches 18 oz	884912017864
	Post Honey Bunches of Oats with Almonds 24.5 oz	884912014306
	Post Honey Bunches of Oats with Almonds 27 oz	884912003911
	Post Honey Bunches of Oats with Cinnamon Bunches	884912012791
	Post Shredded Wheat Honey Nut 20 oz	884912181701
Sunbelt	Sunbelt Bakery Simple Granola 16 oz	024300031625

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- **FROZEN JUICE**

- **Apple 12 oz**

	Prod_Name	UPC_PLU
Essential Everyday	Essential Everyday 100% Apple Juice	041303026731
Food Club	Food Club Apple Juice	036800111813
Food Lion	Food Lion Apple Juice	035826002099
Giant	Giant Frozen Apple Juice	688267078026
Great Value	Great Value Frozen 100% Apple Juice	078742352282
HyTop	HyTop Apple Juice	050700242002
Kroger	Kroger 100% Apple Juice	011110877857
My Essentials	My Essentials Apple Juice	725439104104
	My Essentials Apple Juice	725439111164
Our Family	Our Family Apple Juice	070253101090
Tipton Grove	Tipton Grove 100% Apple Juice	051933314900
	Tipton Grove 100% Apple Juice	051933053670
Valutime	Valutime Apple Juice	011225415012
Weis From the Field	Weis From the Field Apple Juice	041497026302

- **Grape 12 oz**

	Prod_Name	UPC_PLU
Essential Everyday	Essential Everyday 100% Grape Juice	041303026779
Food Club	Food Club Grape Juice	036800171114
Giant	Giant Frozen Grape Juice	688267029783
Great Value	Great Value Frozen Grape Juice	078742229799
HyTop	HyTop Frozen 100% Grape Juice	050700051703
Kroger	Kroger Purple Grape Juice Frozen	011110879882
Sunrise Valley	Sunrise Valley (Giant) Frozen Grape Juice	688267029783

- **Orange 12 oz**

With or Without Calcium
Any Brand 100% Orange Juice 12 oz

- **Pineapple 12 oz**

Any Brand 100% Pineapple Juice 12 oz

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- **SHELF STABLE/REFRIGERATED JUICE**

- **Apple 64 oz**

	Prod_Name	UPC_PLU
Best Yet	Best Yet 100% Apple Juice	042187411637
Essential Everyday	Essential Everyday 100% Apple Juice	041303004401
	Essential Everyday 100% Apple Jce w/ Calc&Vit C	041303004432
	Essential Everyday 100% Apple Juice	041303004449
Food Club	Food Club Apple Juice	036800134607
	Food Club Apple Juice	036800149403
Food Lion	Food Lion Apple Juice	035826020581
Giant	Giant Apple Juice	688267075124
	Giant Apple Juice	688267152320
	Giant Apple Juice with Calcium	688267075278
Giant Eagle	Giant Eagle Apple Juice	030034016388
Great Value	Great Value 100% Apple Juice	078742026275
	Great Value 100% Apple Juice	078742088198
Hy Top	HyTop 100% Apple Juice	050700051895
IGA	IGA Apple Juice	041270882705
Kroger	Kroger Apple Juice Refrigerated	011110486370
	Kroger 100% Apple Juice	011110821140
My Essentials	My Essentials 100% Apple Juice	725439102230
Our Family	Our Family Apple Juice	070253220050
	Our Family Apple Juice	070253220234
Shurfine	Shurfine Apple Juice	011161112518
Smart Sense	Shur Fine 100% Juice Apple	015400835756
	Smart Sense Apple Juice	072000757949
Tipton Grove	Tipton Grove 100% Apple Juice	051933115828
	Tipton Grove 100% Apple Juice	051933115859
Weis 5 Star	Weis Premium 100% Apple Juice with Calcium	041497251438
	Weis Premium 100% Apple Juice	041497251445
Weis Quality	Weis Quality 100% Apple Juice w/ Vitamin C	041497251414
	Weis Quality 100% Apple Juice with Calcium	041497251421

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- **SHELF STABLE/REFRIGERATED JUICE**

- **Grape 64 oz**

	Prod_Name	UPC_PLU
Best Yet	Best Yet 100% Grape Juice	042187410418
Essential Everyday	Essential Everyday 100% Purple Grape Juice	041303004470
	Essential Everyday 100% White Grape Juice	041303004487
Food Club	Food Club Grape Juice	036800133549
	Food Club White Grape Juice	036800133617
Food Lion	Food Lion Purple Grape Juice	035826036148
	Food Lion White Grape Juice	035826036155
Giant	Giant Grape Juice with Calcium	688267063732
	Giant White Grape Juice	688267076596
	Giant Grape Juice	688267076602
Giant Eagle	Giant Eagle Grape Juice	030034016494
	Giant Eagle White Grape Juice	030034016500
Great Value	Great Value 100% White Grape Juice	078742226897
	Great Value 100% Grape Juice Purple	078742226903
Hy Top	HyTop 100% White Grape Juice	050700040776
	HyTop 100% Grape Juice	050700044866
IGA	IGA Purple Grape Juice	041270882750
	IGA White Grape Juice	041270882767
Kroger	Kroger Purple Grape Juice	011110821034
	Kroger 100% Grape Juice	011110018342
	Kroger 100% White Grape Juice	011110018359
	Kroger White Grape Juice	011110821454
Our Family	Our Family Grape Juice	070253220654
	Our Family White Grape Juice	070253220661
Shurfine	Shurfine Grape Juice	011161117148
	Shurfine White Grape Juice	011161117162
	Shur Fine 100% Juice Grape	015400835961
Smart Sense	Smart Sense Grape Juice	072000771679
Tipton Grove	Tipton Grove 100% Grape Juice	051933124523
Valutime	Valutime Grape Juice	011225020209
Weis Quality	Weis Quality White Grape 100% Juice	041497255689
	Weis Quality 100% Grape Juice	041497255696

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• **SHELF STABLE/REFRIGERATED JUICE**

➤ **Tomato 64 oz**

	Prod_Name	UPC_PLU
Essential Everyday	Essential Everyday 100% Tomato Juice	041303002599
	Essential Everyday Low Sodium Tomato Juice	041303002605
Food Club	Food Club Tomato Juice	036800188051
Food Lion	Food Lion Tomato Juice	035826076793
Giant	Giant Tomato Juice	688267122606
Great Value	Great Value 100% Tomato Juice	078742062099
Hy Top	HyTop 100% Tomato Juice	050700554006
IGA	IGA 100% Tomato Juice	041270882910
Our Family	Our Family 100% Tomato Juice	070253220814
Shurfine	Shur Fine 100% Juice Tomato	015400860895

➤ **Vegetable 64 oz**

	Prod_Name	UPC_PLU
Best Yet	Best Yet Vegetable Juice	042187211879
Diane's Garden	Diane's Garden Vegetable Juice	051933117525
Essential Everyday	Essential Everyday 100% Vegetable Juice	041303002636
	Essential Everyday 100% Vegetable Juice Low Sodium	041303002643
Food Club	Food Club Vegetable Juice	036800188068
Giant	Giant Vegetable Juice	688267122613
Great Value	Great Value 100% Vegetable Juice	078742062037
Hy Top	HyTop 100% Vegetable	050700553689
Kroger	Kroger Vegetable Juice Low Sodium	011110811592
	Kroger Spicy Vegetable Juice	011110811608
	Kroger Vegetable Juice	011110821126
Our Family	Our Family 100% Vegetable Juice	070253220852
Shurfine	Shur Fine 100% Juice Vegetable Juice	015400860888
Smart Sense	Smart Sense Vegetable Juice	072000746189
Weis Quality	Weis Quality 100% Vegetable Juice	041497259014

➤ **Orange 64 oz**

With or Without Calcium
Any Brand 100% Orange Juice 64 oz

➤ **Pineapple 64 oz**

Any Brand 100% Pineapple Juice 64 oz

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- **WHOLE GRAINS**

- **Bread 16 oz**

	Prod_Name	UPC_PLU
Arnold	Arnold Stoneground 100% Whole Wheat Bread	073410022504
Bimbo	Bimbo 100% Whole Wheat Bread	074323092301
Essential Everyday	Essential Everyday 100% Whole Wheat Bread	041303027806
Food Lion	Food Lion 100% Whole Wheat Bread	035826074645
	Food Lion 100% Whole Wheat Bread	035826085252
Giant	Giant 100% Whole Wheat Bread	688267097133
Giant Eagle	Giant Eagle Whole Wheat Bread	030034081737
Kern's	Kern's 100% Whole Wheat Bread	087848230639
Kroger	Kroger 100% Whole Wheat Bread	011110001320
Nature's Own	Nature's Own 100% Whole Grain Sugar Free Bread	072250017671
	Nature's Own 100% Whole Wheat with Honey Bread	072250043199
Nickles	Nickels 100% Whole Wheat Bread	078821300081
Pepperidge Farm	Pepperidge Farm Swirl 100% Whole Wheat Cinnamon w/ Raisins Bread	014100085430
	Pepperidge Farm Whole Grain Jewish Rye Bread	014100091400
	Pepperidge Farms Light Style 100% Whole Wheat	014100041931
	Pepperidge Farm Very Thin 100% Whole Wheat	014100071327
Roman Meal	Roman Meal Sungrain 100% Whole Wheat Bread	024126352164
	Roman Meal Sungrain 100% Whole Wheat Bread	041511352165
	Roman Meal Sungrain 100% Whole Wheat Bread	071319000289
	Roman Meal Sungrain 100% Whole Wheat Bread	077633700300
Sara Lee	Sara Lee Classic 100% Whole Wheat Bread	072945611030
	Sara Lee Classic 100% Whole Wheat Bread	077633750497
Schmidt's	Schmidt's Old Tyme 100% Whole Wheat Bread	071010120040
Schwebel's	Schwebel's 100% Whole Wheat Bread	071319000296
Weight Watchers	Weight Watchers 100% Whole Wheat Bread	183791000012

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• **WHOLE GRAINS**

➤ **Buns 16 oz**

	Prod_Name	UPC_PLU
Arnold	Arnold Select 100% Whole Wheat Hamburger Buns	073410161456
	Arnold Select 100% Whole Wheat Hamburger Buns	073410135549
	Arnold Select 100% Whole Wheat Hot Dog Buns	073410161463
	Arnold Select 100% Whole Wheat Hot Dog Buns	073410135587
Brownberry	Brownberry Select 100% Whole Wheat Sandwich Buns	073410135549
	Brownberry Select 100% Whole Wheat Hot Dog Buns	073410135587
Pepperidge Farm	Pepperidge Farm Soft 7 Grain Hamburger Buns	014100097730
Sara Lee	Sara Lee Soft & Smooth 100% Whole Wheat Hot Dog Buns	072945611306
	Sara Lee Soft & Smooth 100% Whole Wheat Hamburger Buns	072945611474

➤ **Tortillas 16 oz**

	Prod_Name	UPC_PLU
Carlita	Carlita 100% Whole Wheat Flour Tortillas	041130271014
Celia's	Celia's Whole Wheat Tortillas	890971002208
Chi Chi's	Chi-Chi's Whole Wheat Fajita Style Tortillas	043354007905
Don Pancho	Don Pancho Whole Wheat Tortilla	079341026284
Food Club	Food Club Whole Wheat Tortillas	036800220829
Giant	Giant Whole Wheat Tortillas	688267129704
	Giant Whole Wheat Tortillas	688267129759
Giant Eagle	Giant Eagle Whole Wheat Tortillas	030034069513
Kroger	Kroger 100% Whole Wheat Tortillas	011110015747
La Banderita	La Banderita Whole Wheat Tortillas	027331000486
MiCasa	MiCasa 100% Whole Wheat Tortillas	072250007603
Mission	Mission 100% Whole Wheat Flour Tortillas	073731071076
	Mission 100% Whole Wheat Flour Tortillas	073731072097
	Mission 100% Whole Wheat Flour Tortillas	073731071298
Nature's Promise	Nature's Promise All Nat Whl Wheat Tortillas	688267123153
Ortega	Ortega Whole Wheat Tortillas	041501009222
Our Family	Our Family Whole Wheat Flour Tortillas	070253180118
Pepito	Pepito Whole Wheat Tortillas	080062010179