



TIPS FOR BUYING WIC BREAKFAST CEREAL

There's been some changes made to our WIC allowed package sizes. These changes:

- Help you get the most out of your cereal benefits.
- Can be a little tricky, since not all stores carry every cereal or package size.
- Can be made easier with these 3 tips and this guide!

TIP 1



PICK 2 OR 3 WIC CEREALS you like the most!

Use the back of this guide to see:

- Allowed cereals
- Stores that may carry the cereals

Note: You may have to go to the store or check the store's website to see which cereals are available.

TIP 2



CHECK THE CEREAL BOX for the number of ounces (oz)!

Use this guide or the WICShopper app to check allowed sizes before checking out.



On the WICShopper app, you can:

- Scan the cereal barcode to see if its WIC allowed.
- Use the cereal calculator to keep track of ounces.

TIP 3



GET THE MOST out of your benefits!

Choose a 12 oz or 18 oz box size and:

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

Each participant gets 36 oz of cereal a month.

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

9 + 9 + 9 + 9	11 + 11 + 14	11 + 9 + 16	11.8 + 9 + 15.2
★ 12 + 12 + 12	12.7 + 9 + 14.3	14 + 22	14.3 + 21.7
14.5 + 21.5	15 + 21	15.5 + 20.5	16 + 20
★ 18 + 18	20 + 16	24 + 12	36

If you have two people in your family that get WIC cereal, that's 72 oz per month. An easy tip is to double the number of boxes that add up to 36 oz (in the table above) to get to 72 oz.

EXAMPLE A

MEENA FINDS CEREAL THAT WILL USE **ALL OF HER BENEFITS.**

TIP 1 Meena likes Honey Bunches of Oats.

TIP 2 She sees on this guide there are three allowed box sizes (**12, 14.5 or 18 oz**) for her favorite cereal. If Meena chooses the 18 oz box, she has more options for a second 18 oz box.

TIP 3 Meena chooses the 18 oz box of Honey Bunches of Oats and an 18 oz box of Corn Flakes.

Meena is happy all of 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 THE MOST** AND IS OK WITH **UNUSED BENEFITS.**

TIP 1 Marta likes Oatmeal Squares.

TIP 2 She sees on the guide her favorite cereal is a 14.5 oz size box, which means she can now choose a 21.5 oz box of a different allowed cereal. By choosing this combination (**14.5 + 21.5**) Marta will use all 36 ounces of her WIC cereal benefits. Marta checks this guide and finds there's only one cereal approved for the 21.5 oz size, and it's not her preferred cereal choice.

TIP 3 Marta chooses the 14.5 oz box of Oatmeal Squares and a 20 oz box of Cheerios. She's happy to see she can choose a variety of sizes to get the WIC allowed cereals she prefers.

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



36 oz cereal benefit
 – 14.5 oz Oatmeal Squares
 – 20 oz Cheerios

 = 1.5 oz unused

COLD CEREALS

WIC ALLOWED CEREAL BRAND	TYPE	ALLOWED PACKAGE SIZE (OZ)	NOT ALLOWED 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.)
Essential Everyday	Corn Flakes	12	—	X	✓
	Crispy Hexagons	12	—	X	✓
	Crispy Rice	12	—	X	✓
	Crunchy Corn Squares	12	—	X	✓
	Crunchy Oat Cereal	14.5	—	X	✓
	Crunchy Rice Squares	12	—	X	✓
	Crunchy Wheat Squares	14	—	X	✓
	Oats More w/ Honey	14.5	—	X	✓
	Tasteos	12	—	X	✓
Food Club	Corn Flakes	12, 18, 24	32	X	✓
	Corn Squares	12	—	X	✓
	Crisp Rice	12	32	X	✓
	Frosted Shredded Wheat, Bite Size	18, 24	16.4, 32	X	✓
	Honey and Oats w/ Almonds	14.5	—	X	✓
	Honey Oats w/ Oat Clusters	14.5	—	X	✓
	Rice Squares	12	—	X	✓
	Strawberry Frosted Shredded Wheat, Bite Size	18	—	X	✓
	Toasted Oats	12	—	X	✓
	Twin Grain Crisps	12	—	X	✓
	Wheat Squares	14	—	X	✓
General Mills	Berry Berry Kix	18	—	✓ Any store	X
	Blueberry Chex	12	—	✓ Any store	X
	Cheerios	12, 14, 18, 20, 21, 21.7, 24, 36	—	✓ Any store	X
	Cinnamon Chex	12	19.2, 19.6	✓ Any store	X
	Corn Chex	12, 14, 18	—	✓ Any store	X
	Honey Kix	18	—	✓ Any store	X
	Kix	12, 18	—	✓ Any store	X
	Multigrain Cheerios	9, 12, 18, 36	12.8	✓ Any store	X
	Rice Chex	12, 18	12.8	✓ Any store	X
	Wheat Chex	14	19	✓ Any store	X
	Whole Grain Total	16	—	✓ Any store	X
Great Value	Corn Squares	12	—	X	✓ Walmart
	Rice Squares	12	—	X	✓ Walmart
Kellogg's	All-Bran Complete Wheat Bran Flakes	18	—	✓ Any store	X
	Corn Flakes	12, 18, 24, 36	—	✓ Any store	X
	Crispix	12, 18	—	✓ Any store	X
	Frosted Mini Wheats	18, 24, 36	27.6, 32	✓ Any store	X
	Frosted Mini Wheats BS Blueberry	14.3, 22	16.5	✓ Any store	X
	Frosted Mini Wheats BS Strawberry	14.3, 22	—	✓ Any store	X
	Frosted Mini Wheats Little Bites	15.2, 21.5	15.9, 23	✓ Any store	X
	Rice Krispies	12, 18, 24	—	✓ Any store	X
	Spec K Protein Honey Almond Ancient Grain	11	17.1, 33	✓ Any store	X
	Special K Original	12, 18	—	✓ Any store	X
Kroger	Bran Flakes	18	17.3	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
Malt-O-Meal	Frosted Mini Spooners	15, 18, 12, 36	30	✓ Any store	X
Market Pantry	Toasted Rice	12	—	X	✓ Target
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
	Honey Bunches of Oats Almonds	12, 14.5, 18	23, 28, 30.5	✓ Any store	X
	Honey Bunches of Oats Honey Roasted	12, 14.5, 18	23, 28, 30.5	✓ Any store	X
Quaker	Oatmeal Squares Brown Sugar	14.5, 21	—	✓ Any store	X
	Oatmeal Squares Cinnamon	14.5, 21	—	✓ Any store	X
	Oatmeal Squares Golden Maple	14.5, 21	—	✓ Any store	X
	Oatmeal Squares Honey Nut	14.5	—	✓ Any store	X
Signature Select	Corn Flakes	18	—	X	✓ Safeway/Albertsons
	Corn Pockets	12	—	X	✓ Safeway/Albertsons
	Crispy Rice	12	—	X	✓ Safeway/Albertsons
	Oats More w/ Almonds	14.5	—	X	✓ Safeway/Albertsons
	Oats More w/ Honey	14.5	—	X	✓ Safeway/Albertsons
	Rice Pockets	12	—	X	✓ Safeway/Albertsons
	Toasted Oats	12, 18	28	X	✓ Safeway/Albertsons

HOT CEREALS

Cream of Rice	Instant	12	—	✓ Any store	X
	Original	14	—	✓ Any store	X
Cream of Wheat	2 1/2 minute	12	28	✓ Any store	X
	Instant	12	28	✓ Any store	X
	Whole Grain 2 1/2 min Original	18	28	✓ Any store	X
	Whole Grain Instant	12.7	—	✓ Any store	X
Essential Everyday	Oatmeal Instant Original	11.8	—	X	✓
Food Club	Oatmeal Instant Original	11.8	—	X	✓
Great Value	Instant Oatmeal Regular	11.8	—	X	✓ Walmart
IGA	Oatmeal Instant Original	11.8	—	X	✓ IGA
Kroger	Oatmeal Instant Original	12	—	X	✓ Fred Meyer ✓ QFC
Malt-O-Meal	Malt-O-Meal	36	28	✓ Any store	X
Quaker	Oatmeal Instant Original	11.8	23.7	✓ Any store	X
Signature Select	Oatmeal Instant Original	11.8	—	X	✓ Safeway/Albertsons



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