



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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