

Changes to the 2026-2027 Utah WIC Program Shopping Guide effective October 1, 2026

Tofu

Added:

- Franklin Farms – Super firm

Cold cereal

Added:

- Essential Everyday – Bran Flakes, Corn Flakes Crunchy Corn Squares, Crunchy Rice Squares, Bite Size Frosted Shredded Wheat, Raisin Bran, Toasted Oats



- General Mills – Mott's Apple Cinnamon, Mott's Very Berry



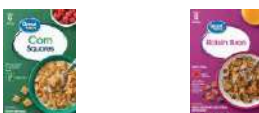
- Freedom's Choice – Corn Flakes, Crispy Honey Oats and Flakes With Almonds, Oats & More With Honey



- Kellogg's Kashi Apple Cinnamon Loops, Raisin Bran Protein Touch of Cinnamon, Special K Protein Banana Nut Bread



- Great Value – Corn Flakes, Raisin Bran



Cold cereal

Added:

- Malt O Meal – Crispy Rice



- Shoppers Value – Corn Flakes



- Signature Select Raisin Bran



- WinCo – Bran Flakes



Removed:

- Food Club – Strawberry Frosted Shredded Wheat



- General Mills – Cheerios Veggie Blends (Apple Strawberry and Blueberry Banana), Fiber One Honey Clusters, Wheaties Protein Honey Pecan and Protein Maple Almond)



- Kroger – Strawberry Frosted Shredded Wheat



Cold cereal

Removed:

- Kellogg's – Special K Original



- Great Value – Strawberry Frosted Shredded Wheat



- Malt O Meal – Strawberry Cream Frosted Mini Spooners



Hot cereal

Added:

- Essential Everyday – Instant Oatmeal



Tuna

Added:

- Multipacks up to 20 oz

Removed:

- May include flavorings (lemon, herbs, broth)

Salmon

Added:

- Multipacks up to 59 oz

Removed:

- May include flavorings (lemon, herbs, broth)

Sardines

Added:

- Multipacks up to 37.5 oz
- Regular or lower sodium

Infant cereal

Removed:

- Earth's Best Organic: Oatmeal



Infant fruits and vegetables

Added:

- Parent's Choice: Organic



Whole grain bread (now bagels, bread, buns, whole wheat English muffins, rolls)

Added:

- Kroger – Carbmaster Wheat Bread 20 oz, Whole Wheat English Muffins 13 oz



- Oroweat - Sandwich Buns 21 oz, 100% Whole Wheat Sandwich Thins 12 oz, 100% Whole Wheat Thin Slice 18 oz



- Sara Lee – 100% Whole Wheat 20 oz, 100% Whole Wheat Half Loaf 12 oz



Whole grain bread (now bagels, bread, buns, whole wheat English muffins, rolls)

Added:

- Harper's Homemade Bread - 100% Whole Wheat 24 oz



- Great Value – 100% Whole Wheat Bread 20 oz



- Thomas – 100% Whole Wheat Bagels 18 oz



Removed:

- Great Grains – 100% Whole Wheat 16 oz



- Signature select – English Muffins 12 oz



Tortillas

Added:

- De Maiz – Corn 16 oz



Tortillas

Added:

- Essential Everyday – White Corn 16 oz



- Harmons – White Corn 26 oz



- Signature Select – White Corn 12.6 oz, White Corn 25 oz



- Rancho Market – Whole Wheat 16 oz



Removed:

- Santa Fe Tortilla Company – Corn 16 oz, White Corn 16 oz, Whole Wheat 16 oz



Oats

Added:

- Up to 42 oz canisters
- Kroger – Old Fashioned, Steele Cut



Oats

Added:

- Signature Select – Quick, Quick Steel Cut, Old Fashioned



- WinCo – Old Fashioned, Quick Cooking



Quinoa

Added:

- Kroger – Tri-color quinoa 16 oz



Corn masa flour (added)

Allowed: Brands listed below; instant or regular, 32 to 64 oz

- Great Value – Instant Corn Masa Flour 64 oz



- Masa Brosa – Instant Blue Corn Masa Flour 32 oz, Instant Corn Masa Flour 64 oz



Corn masa flour (added)

- Maseca – Instant Blue Corn Masa Flour 32 oz, Instant Corn Masa Flour 64 oz, Instant Tamal Corn Masa Flour 64 oz, Instant yellow Corn Masa Flour 32 oz



Not allowed: Degerminated or enriched corn

Bulgur (added)

Allowed: Brands listed below; 12 to 28 oz

- Bettergoods – Bulgur 12 oz



- Bob's Red Mill – Red Bulgur 24 or 28 oz



Not allowed: Brands and sizes not listed

Yogurt

Added whole-fat:

- Dannon – Vanilla



Yogurt

Added whole-fat:

- Lucerne – Vanilla



- Mountain High Strawberry



Added reduced-fat or low-fat:

- Activia – Probiotic Plain



- Dannon Vanilla



- Kroger – Plain



- Lucerne – Peach, Vanilla



- Yoplait – Blueberry, Harvest Peach, Strawberry, Strawberry Banana, Vanilla



Added non-fat:

- Lucerne – Strawberry Greek



Yogurt

Added non-fat:

- Yoplait - Plain



Removed whole-fat:

- Bettergoods – Plain Greek



- Brown Cow – Maple, Plain, Vanilla



- Chobani – Plain Greek



- Food Club – Vanilla



- Kroger Blended Vanilla Greek



- WinCo - Plain



Removed reduced-fat or low-fat:

- Chobani – Less Sugar Madagascar Vanilla & Cinnamon Greek, Plain Greek



- Food Club – Blended Strawberry, Blended Vanilla, Plain



Yogurt

Removed reduced-fat or low-fat:

- Tillamook – Oregon Strawberry, Vanilla Bean



Removed non-fat:

- Chobani – Blended Strawberry Greek, Plain Greek, Vanilla Greek, Zero Sugar Strawberry Greek, Zero Sugar Vanilla Greek



- Food Club – Plain Greek



- Great Value – Plain Greek, Vanilla Light, Vanilla Light Greek



- Kroger – Carbmater Vanilla



- Oikos – Triple Zero Vanilla Greek



- O Organics – Plain Greek



- Stonyfield Organic – Plain Greek



- WinCo – Plain Greek, Vanilla Greek



Soy milk

Added:

- 3 quart size option
- Silk – unsweetened



Juice

Added:

- Essential Everyday – Apple Cider
- Food Club – Spicy Vegetable
- Kroger – White Grape Peach
- Mott's – Strawberry Peach

Removed:

- Essential Everyday – Cranberry
- Great Value – Orange (shelf stable)
- Kroger – Low Sodium Vegetable
- Mott's – Apple Cherry
- Signature Select - Pineapple

