



State of Louisiana
Department of Health and Hospitals
Center for Preventive Health

April 25, 2013

TO: Louisiana WIC Authorized Vendors
FROM: Tricia Guidroz, MA
Vendor Manager
RE: Gerber Infant Cereal

Nestle Nutrition U.S. recently informed the Louisiana WIC Program of a change in their packaging of Infant Cereal from a box to a plastic container. All WIC-eligible varieties (Rice, Oatmeal, Barley, Whole Wheat and Mixed Grain) have changed to the plastic container. The new plastic container was launched in March 2013.

The "Mixed Grain" variety will be renamed to "Multigrain Cereal". The recipe will also change to include barley and rye (original recipe included rice, oatmeal and whole wheat).

Nestle Nutrition U.S. also stated that there will also be some minor ingredient and nutrition labeling changes but that their infant cereals will continue to meet the minimum Federal WIC requirements.

The product UPCs will change and are summarized in the chart below:

8 ounce			
Product Name		UPC	
From	To	From	To
Rice Cereal	-----	0 15000 00704 1	0 15000 07000 7
Oatmeal Cereal	-----	0 15000 00702 7	0 15000 07001 4
Barley Cereal	-----	0 15000 00703 4	0 15000 07002 1
Mixed Grain Cereal	MultiGrain Cereal	0 15000 00701 0	0 15000 07003 8
Whole Wheat Cereal	-----	0 15000 00705 8	0 15000 07004 5

We have also been advised that pricing on these items will remain unchanged.

Should you have any questions regarding this matter, please feel free to contact us at 504-568-8229.