



FINAL RULE: Revisions in the WIC Food Package - UPDATE

Date: February 14, 2025

To: WIC Authorized Vendors

From: WIC Vendor Management Unit

Impacted WIC Category/ Sub-Category: Breakfast Cereals

Final Rule Information

This memo is sent to provide details about changes made to approved products due to the Final Rule from USDA FNS. The Final rule revises regulations to align the WIC food packages with the current *Dietary Guidelines for Americans* and to reflect recommendations from the National Academies of Science, Engineering, and Medicine while promoting nutrition security and equity and considering program administration. The changes are intended to provide WIC participants with a wider variety of foods that align with the latest nutritional science; provide WIC state agencies with greater flexibility to prescribe and tailor food packages that accommodate participants' special dietary needs and personal and cultural food preferences; and address key nutritional needs to support healthy dietary patterns. More information about the final rule document can be found here: [Final Rule: Revisions in the WIC Food Packages \(2024\) | Food and Nutrition Service](#)

Changes to the food package

Below are the changes required for breakfast cereals:

1. Whole Grain must be the first ingredient.
2. 75 percent of all WIC State Agency Authorized Breakfast Cereals must meet whole grain guidelines.
3. Breakfast Cereals must contain no more than 6 grams of added sugar per dry ounce.

Information for Vendors

Several breakfast cereals have been **removed** from the approved product list. These products are no longer allowable. See list below:

UPC	Product Description	Date Deleted
016000163928	Cheerios	1/30/2025
016000275287	GENERAL MILLS CHEERIOS, 18 OZ.	1/30/2025
016000476080	General Mills Cheerios	1/30/2025
016000487710	General Mills Cheerios Multi Grain	1/30/2025
016000487956	General Mills Chex Rice	1/30/2025
016000487970	General Mills Chex Corn	1/30/2025
016000171046	KIX	1/30/2025
016000409453	KIX, 12 OZ.	1/30/2025
038000035302	Kelloggs Crispix 12 oz	2/5/2025
038000016110	Special K 12 oz	2/5/2025
038000200663	Special K Multigrain Protein 12 oz	2/5/2025
038000291210	Kelloggs Rice Krispies	2/5/2025
038000318467	Kelloggs Rice Krispies	2/5/2025
038000395000	Kelloggs Rice Krispies	2/5/2025
038000191817	Kelloggs All Bran Wheat Flakes	2/5/2025
038000199387	Kelloggs Frosted Mini Wheats Blueberry	2/5/2025
038000199400	Kelloggs Frosted Mini Wheats Blueberry	2/5/2025
038000199462	Kelloggs Frosted Mini Wheats Strawberry	2/5/2025
038000199509	Kelloggs Frosted Mini Wheats Strawberry	2/5/2025
038000199554	Kelloggs Frosted Mini Wheat Little Bites	2/5/2025
038000199578	Kelloggs Frosted Mini Wheats Pumpkin Spice	2/5/2025
038000201288	Kelloggs Frosted Mini Wheats Pumpkin Spice	2/5/2025
038000207501	Kelloggs Frosted Mini Wheats	2/5/2025
038000212154	Kelloggs Frosted Mini Wheats	2/5/2025
0380000245664	Frosted Mini Wheats Cinnamon Roll	2/5/2025
038000245688	Frosted Mini Wheats Cinnamon Roll	2/5/2025
038000596827	Frosted Mini Wheats Little Bites	2/5/2025
018627703570	Kashi Honey Toasted Cereal	2/5/2025
018627703662	Kashi Warm Cinnamon	2/5/2025

Several breakfast cereals have been **added** to the approved product list. These products are now allowable. See list below:

UPC	Product Description	Date Entered
016000189522	Cheerios Original 28.0 oz	1/29/25
016000189546	Cheerios Multigrain 20.6 oz	1/29/25
016000200043	Cheerios Veggie Blends Apple Strawberry 18 oz	1/29/25
016000200050	Cheerios Veggie Blends Blueberry Banana 18 oz	1/29/25
016000227835	General Mills Bluey 12. oz	1/29/25
016000227842	General Mills Bluey 18. oz	1/29/25
884912406750	Post Honey Bunches of Oats with Vanilla 28 oz	2/5/2025
042400416023	Malt o Meal Frosted Mini Spooners 27 oz	2/5/2025
041192103735	Kelloggs Crispix 12 oz	2/5/2025
041192103674	Kelloggs Special K 12 oz	2/5/2025
041192102196	Special K Multigrain Protein, 12.9 oz	2/5/2025
038000200038	Kelloggs Rice Krispies 18 oz	2/5/2025
038000199943	Kelloggs Rice Krispies 12 oz	2/5/2025
038000231537	Kelloggs Rice Krispies 24 oz	2/5/2025
038000293801	Kelloggs All Bran Wheat Flakes 11.60 oz	2/5/2025
041192102608	Kelloggs Frosted Mini Wheats Little Bites 20.2 oz	2/5/2025
041192101991	Kelloggs Frosted Mini Wheats Blueberry 13.3 oz	2/5/2025
041192102943	Kelloggs Frosted Mini-Wheats Blueberry 20 oz	2/5/2025
041192102011	Kelloggs Frosted Mini Wheats Strawberry 13.3 oz	2/5/2025
041192102950	Kelloggs Frosted Mini Wheats Strawberry 20 oz	2/5/2025
041192102035	Kelloggs Frosted Mini Wheats Little Bites 14.8 oz	2/5/2025
041192102059	Frosted Mini Wheats Pumpkin Spice 13.3 oz	2/5/2025
041192102660	Frosted Mini Wheats Pumpkin Spice 20 oz	2/5/2025
041192100147	Kelloggs Frosted Mini Wheats 32 oz	2/5/2025
041192103889	Frosted Mini Wheats Cinnamon Roll 13.3 oz	2/5/2025

Additional Information

Vendors may share with participants, the list of cereals will be updated on the WIC Shopper App. The food guide can be found at www.healthmys.com/ewic.