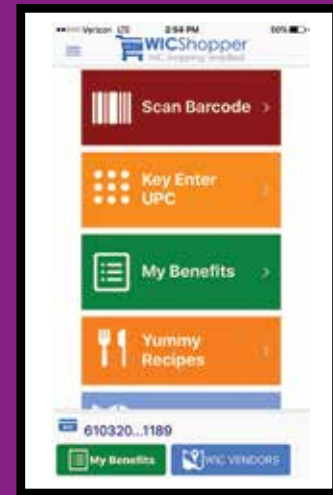


Simplify your shopping.

Download the 'WIC Shopper' App!

- Check your WIC balance
- Locate a WIC Authorized store
- Scan a product to determine if it's WIC approved
- Access WIC recipes



1-800-WIC-1007
mass.gov/wic



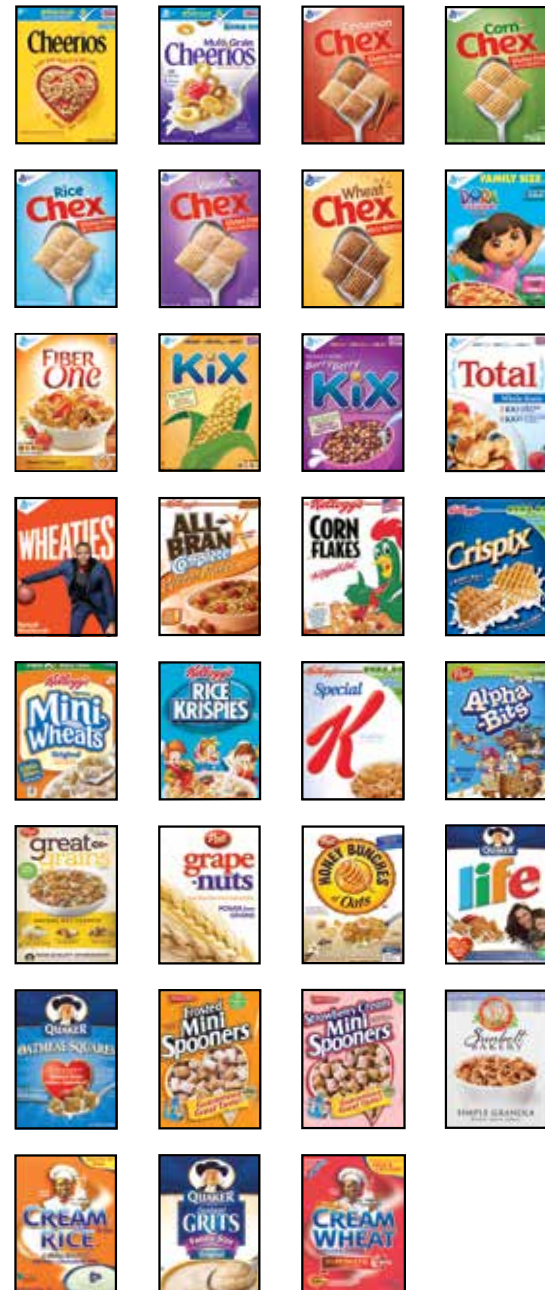
2/18 Form #183

This institution is an equal opportunity provider.

CEREALS

12 ounce boxes or larger. NO single serving packets.

NATIONAL BRANDS



CEREALS

12 ounce boxes or larger. NO single serving packets.

NATIONAL BRANDS

- General Mills**
 Cheerios (plain, Multi Grain)
 Chex Cereal (Cinnamon, Corn, Rice, Vanilla, Wheat)
 Dora the Explorer
 Fiber One Honey Clusters
 Kix (Original, Berry Berry, Honey)
 Total
 Wheaties (plain only)
- Kellogg's**
 Complete All-Bran Wheat Flakes
 Corn Flakes (plain only)
 Crispix
 Frosted Mini Wheats (original, big and little bites, Touch of Fruit in the Middle- Raisin, Raspberry)
 Mini Wheats (bite size)
 Rice Krispies
 Special K- original
- Post**
 Alpha Bits
 Great Grains
 Banana Nut Crunch
 Bran Flakes
 Grape Nuts, Grape Nut Flakes
 Honey Bunches of Oats (Almond, Almond Crunch, Cinnamon Bunches, Honey Crunch, Honey Roasted, Vanilla Bunches)
- Quaker**
 Life (plain)
 Oatmeal Squares (Hint of Brown Sugar, Hint of Cinnamon)
- Mom Brands**
 Frosted Mini Spooners
 Strawberry Cream Mini Spooners
- Sunbelt Bakery**
 Sunbelt
 Simple Granola
- Hot Cereal – NO single serving packets**
 Cream of Rice
 Cream of Wheat (1 minute, 2½ minute, 10 minute)
 Cream of Wheat Whole Grain – 2½ minute
 Farina
 Maypo (Maple, Instant, Vermont Style)
 Quaker Instant Grits (original flavor)

All cereal listed in purple are whole grain.

CEREALS

12 ounce or larger boxes only

STORE BRANDS

- 365** – Morning O's Multi Grain, Wheat Squares Bite Size Frosted
Best Yet – Bran Flakes, Corn Flakes, Crisp Rice, Frosted Bite Size Shredded Wheat, Honey Nut Toasted Oats, Honey Oats & Flakes, Best Yet Toasted Oats
Big Y – Corn Flakes, Crispy Corn Squares, Crisp Rice, Toasted Oats
Essential Everyday – Corn Flakes, Crispy Rice, Toasted Oats
Food Club – Bran Flakes, Corn Flakes, Crisp Rice, Frosted Shredded Wheat, Honey and Oats, Honey and Oats with Almonds, Toasted Oats
Great Value – Bran Flakes, Corn Flakes, Corn Squares, Crisp Rice, Crunch Oats Almonds, Crunchy Nugget, Crunchy Oats, Multi Grain Toasted Oats, Rice Crispers, Rice Squares, Toasted Corn, Toasted Oats, Toasted Rice, Toasted Wheat, Toasted Whole Grain Oat
Hannaford – Bite Size Frosted Shredded Wheat, Bran Flakes, Corn Flakes, Crispy Hexagons, Frosted Shredded Wheat, Nutty Nuggets, Oats & More with Almonds, Oats & More with Honey, Tasteeos, Toasted Corn, Toasted, Toasted Rice, Toasted Wheat
Kiggins – Bran Flakes, Corn Flakes, Crispy Rice
Krasdale – Corn Flakes, Crispy Rice, Toasted Oats
Market Basket – Bran Flakes, Corn Biscuits, Corn Flakes, Oats & More with Almonds, Oats & More with Honey, Rice Biscuits, Tasteo's
Price Chopper (pics) – Bran Flakes, Corn Flakes, Crispy Rice, Frosted Shredded Wheat, Frosted Shredded Wheat Strawberry, Good Choice Oat Crunch, Nutty Nuggets, Toasted Corn Crisps, Toasted Oats, Toasted Rice Crisps
Price Rite – Bite Sized Shredded Wheat, Bran Flakes, Corn Flakes, Crisp Rice, Frosted Shredded Wheat, Honey Oat Clusters with Almonds, Multi Grain Toasted Oats, Toasted Oats
Signature Kitchens – Bite Sized Frosted Shredded Wheat, Bran Flakes, Corn Flakes, Crispy Rice, Toasted Oats
Stop & Shop – Be Well Toasted Rice Flakes, Bran Flakes, Corn Flakes, Corn/Rice Squares, Crispers, Crispy Rice, Bite Size Frosted Shredded Wheat, Honey Crunchin Oats, Honey Crunchin Oats with Almonds, Nutty Nuggets, Multi Grain Oats & O's, Oats Squares
Valutime – Corn Flakes, Frosted Shredded Wheat
White Rose – Corn Flakes, Crisp Rice, Toasted Oats

JUICES

BOTTLED JUICE – 100% fruit juice only
 64 ounce bottles only



NATIONAL BRANDS

- Juicy Juice** – Any flavor
Langers – Apple, Apple Berry Cherry, Apple Cranberry, Apple Grape, Apple Kiwi Strawberry, Apple Orange Pineapple, Apple Peach Mango, Cranberry Plus, Cranberry Berry Plus, Cranberry Grape Plus, Cranberry Raspberry Plus, Disney (Apple Cranberry Grape, Berry, Grape, Punch, Apple Kiwi Strawberry) Grape, Grapefruit Ruby Red, Orange, Pineapple, Pineapple Orange, Red Grape, Tomato, White Grape; **Welch's** – Grape, White Grape, Red Grape, Super Berry, Tropical Trio
- STORE BRANDS** – Approved flavors must state "100% juice" AND "120% Vitamin C" on the label
 Best Yet, Big Y, Food Club, Great Value, Hannaford, HY-TOP, IGA, Krasdale, Market Basket, Market Pantry, Nature's Promise, Price Chopper (pics), Price Rite, Signature Kitchens, Stop & Shop, Shurfine, Tipton Grove, White Rose

TOMATO/VEGETABLE JUICE

- 64 ounce bottles only
Vegetable Juice – Great Value, Hannaford, Price Chopper, Signature Kitchens, Stop & Shop, Signature Kitchens, Stop & Shop, V8 (Low Sodium, Original, Spicy Hot)
Tomato Juice – Campbell's (Regular and Low Sodium), Great Value, Langer's, Signature Kitchens

FROZEN JUICE

- 11.5 or 12 ounce cans only
Apple – Best Yet, Clear Value, Flavorite, Food Club, Great Value, Hannaford, IGA, Market Basket, Shurfine, Seneca (red cans, Granny Smith, Country Style), Signature Kitchens, Stop & Shop, Tipton Grove, Value Time; **Grapefruit** – Any brand; **Grape** – Best Yet, Food Club, Great Value, Hannaford, Seneca, Stop & Shop, Welch's (yellow pull-strip can); **Mixed blend** – Dole 100% juice – Pineapple Orange Banana, Pineapple Orange Strawberry, Orange Peach, Mango, Orange Strawberry Banana; **Orange** – Any brand; **Pineapple** – Dole, Market Basket, Stop & Shop; **Pineapple/Orange** – Any brand; **White Grape/White Grape Blends** – Welch's (yellow pull-strip can)



MASSACHUSETTS WIC APPROVED FOOD GUIDE



GOOD FOOD and A WHOLE LOT MORE!

MILK

Purchase size and type shown on WIC Shopping List

Fluid Milk – **Least expensive brand:** Fat Free, 1% Lowfat, 2% Reduced Fat, Whole milk
NO flavored milk or buttermilk

Evaporated or Dry Milk – **Any brand:** Whole, Lowfat or Fat Free

Long-Life Milk – **Any brand:** Whole, Lowfat, or Fat Free

Lactose Free Milk – **Any brand:** (Example: Lactaid)

CHEESE

16 ounce package only

Any brand: American, Colby, Cheddar, Monterey Jack, Mozzarella (string cheese allowed) or Muenster
Shredded cheese allowed

NO deli cheese

NO sliced cheese (except American)

NO imported cheese, cheese food/product/spread, individually wrapped slices, snack packs, or flavored cheese

NO Organic Milk or Cheese allowed.

EGGS

Least expensive brand

Grade A Large brown or white

NO specialty eggs (including organic, cage free/free range, Omega-3)

SOY MILK

Quart, shelf stable only

Pacific Natural Foods Ultra Soy (plain and vanilla only)

Half gallon, refrigerated only

8th Continent Soymilk (original plain and vanilla only)

Silk Soymilk (original – red carton only)

YOGURT

32 ounce container only

NO Greek Yogurt

NO Light Yogurt or Artificial Sweeteners

Whole Milk Yogurt – **Any flavor:** 365 Organic, Brown Cow, Dannon, Market Basket, Nature's Promise, Stonyfield Farms

Lowfat/Nonfat Yogurt – **Any flavor:** 365 Organic, Best Yet, Big Y, Brown Cow, Coburn Farms, Dannon, Essential Everyday, Food Club, Great Value, Hannaford (NO Strawberry), Lucerne Dairy, Market Basket, Market Pantry, Nature's Promise Organic, Price Chopper (pics), Price Rite, Shurfine, Stonyfield Farms, Stop & Shop (NO Strawberry), Yoplait

WHOLE GRAINS

Any of the items listed below can be purchased when the shopping list or balance receipt shows: '16 ounce Bread/Whole Grain'

BROWN RICE

14 to 16 ounce packages only

Any brand: Regular, Quick, or Instant

WHOLE GRAIN PASTA

16 ounce package only

Barilla, Delallo, Essential Everyday, Full Circle, Gia Russa, Hodgson Mill, Luigi Vitelli, Nature's Promise, Racconto, Ronzoni Healthy Harvest

BREAD

16 ounce package only

100% Whole Wheat/Whole Grain

NATIONAL BRANDS

Arnold – Stoneground, Select Wheat Sandwich Rolls

Bimbo – 100 % Whole Wheat; **Gold Medal** – 100% Whole Wheat,

Wheat with Flax; **Gourmet** – 100% Whole Wheat; **Grissom's Mill** – 100% Whole Wheat; **Holsum** – 100% Whole Wheat;

Pepperidge Farm – Light Style, Light Style Soft, Stone Ground, Very Thin, Whole Grain Rye Seeded, Whole Wheat Cinnamon

Raisin Swirl; **Sara Lee** – 100% Whole Wheat; **Sunbeam** – 100% Whole Wheat; **Town Talk** – 100% Whole Wheat; **Wonder** – 100% Whole Wheat

STORE BRANDS
7 Select, Best Yet, Big Y, Central Market Classics, Geissler's, Hannaford, Ideal, Krasdale, Market Basket, Roche Bros, Shop Rite, Signature Kitchens, Stop & Shop, Trucchi's

TORTILLAS

16 ounce package only

Soft Corn Tortillas – Chi-Chi's, Don Pancho, La Banderita, Market Basket, Mission, Stop & Shop

Whole Wheat Tortillas – Big Y, Chi-Chi's, Don Pancho, Hannaford, IGA, La Banderita, Market Basket, Mayan Farms, Mission, Natures Promise, Ortega, Shurfine, Stop & Shop, Tio Santi

OATMEAL

16 ounce package only

McCann's Irish Oatmeal

Silver Palate Thick and Rough Oatmeal

TOFU

14 to 16 ounce packages only

Purchase 16 ounce packages when possible to receive the full benefit

Azumaya: Extra Firm, Firm, Silken

Nasoya: Cubed Super Firm Tofu, Firm Tofu, Lite Firm Tofu, Lite Silken Tofu, Soft Tofu (organic tofu allowed)

Nature's Promise: Extra Firm, Firm

House Foods: Premium – Extra Firm, Firm, Medium Firm

Soy Boy: Firm

DRIED BEANS / PEAS

1 pound bag only

Any brand or type

CANNED BEANS

15.5 or 16 ounce cans only

Goya or store brand: Plain, mature beans, peas or lentils

NO green beans, wax beans, green peas or green pigeon peas

PEANUT BUTTER

16 to 18 ounce jars only

Any brand: Creamy or Chunky

NO flavored, reduced fat, peanut butter spreads

NO Omega-3

NO Organic Beans or Peanut Butter allowed.



To make Shopping for WIC foods easier, look for the WIC approved shelf labels.

INFANT FORMULA

Purchase size and type shown on WIC Shopping List

INFANT CEREAL

8 ounce boxes only

BEECH-NUT – Multigrain, Oatmeal, Rice, Plain cereal without fruit or formula

INFANT FOOD – FRUITS AND VEGETABLES

4 ounce jar only

BEECH-NUT – Classics Stage 2 fruits, vegetables, or fruit & vegetable combinations

NO: 'Natural' line, 4 ounce jars Mixtures with cereal, desserts, dinners, or food combinations (e.g., meat and vegetables, rice, pasta, yogurt, or noodles). Meat sticks, organic, added sugar, starch, salt, DHA or ARA

INFANT FOOD – MEATS

BEECH-NUT – Stage 1, 2.5 ounce jar only

Beef & Beef Broth

Chicken & Chicken Broth

Turkey & Turkey Broth

FRUITS & VEGETABLES

FRESH FRUITS & VEGETABLES

- Any variety of fresh vegetables and fruits
- Bagged salad mixtures, bagged vegetables
- Whole or cut

NO: Items from the salad bar, party trays, fruit baskets, dried fruit, decorative vegetables and fruits (chilies, garlic on a string, etc), painted pumpkins, nuts, including peanuts, fruit/nut mixtures, herbs, spices, salad dressing, croutons

FROZEN VEGETABLES

- Any brand and size
- Any plain vegetable, plain vegetable mixtures (without white potatoes*)
- Beans of any kind
- Any package type (bag, box)
- With or without salt

NO: Frozen white potatoes*, french fries, hash browns, tater tots, other shaped potatoes, vegetables with sauces (cheese sauce, teriyaki sauce, buttered, seasoned, breaded, etc), vegetables mixed with pasta, rice, or any other ingredient, added fat, oil, sugar

FROZEN FRUITS

- Any brand with no added sugar
- Any plain fruit, plain fruit mixtures

NO: Fruits with added sugar, ingredients other than fruit, artificial sweeteners

CANNED VEGETABLES

- Any brand and size
- Any plain vegetable, plain vegetable mixtures (without white potatoes*)
- Any container type (metal, plastic, glass)
- Regular, low sodium

NO: Canned white potatoes*, pickled (sauerkraut), creamed vegetables (including corn), or sauced vegetables, baked beans, pork & beans, and canned or dried beans/peas, soups, ketchup, relishes, olives, vegetables with added sugar, fats, oils

***Only fresh white potatoes are allowed.**

FRUITS & VEGETABLES

CANNED TOMATO PRODUCTS

- Any brand and size
- Metal cans only
- Pastes, purees, whole, crushed tomatoes

NO: Soups, salsa, sauces (pizza, spaghetti, or tomato), ketchup, added sugars, seasonings, fats, oils

CANNED FRUITS

- Any brand and size packed in water or juice
- Any plain fruit, plain fruit mixtures (except fruit cocktails)
- Any container type (metal, plastic, glass)
- Applesauce – 'No sugar added' or 'unsweetened' varieties only
- 100% canned pumpkin

NO: Cranberry sauce, pie fillings, any syrup (heavy, light, 'naturally light', extra light, etc.), added sugar ('lightly sweetened in fruit juice', etc.), nectar, added salt, fat, oils, products with artificial sweeteners

For Fully Breastfeeding Women Only:

CANNED FISH

TUNA FISH

5 ounce can only

Any brand: Chunk Light packed in water

PINK SALMON

5 ounce can only

Any brand: Pink Salmon packed in water or oil, skin and bones allowed

SARDINES

3.75 ounce can only

Any brand: Packed in water or oil, skin and bones allowed, flavorings allowed