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# WIC-Eligible Retail Products

Cereals ♦ Yogurts  
Vegetables ♦ Fruits ♦ Beans

**Learn more about our WIC-eligible products, product news, recipes, and nutrition information!**

Sign up for our quarterly WIC email newsletter:

<https://www.bellinstitute.com/bell-newsletter-sign-up>

Questions? Email us at:

[WIC@GenMills.com](mailto:WIC@GenMills.com)












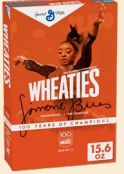
# General Mills Federally WIC-Eligible Retail Products





General Mills is proud to offer a variety of widely available and popular brands that meet WIC requirements including “Big G” cold cereals, Yoplait® and Mountain High™ yogurt, Cascadian Farm™ vegetables & fruits, Muir Glen™ canned tomato products, Progresso™ canned beans, and Old El Paso™ products.

## General Mills Cereals

Every General Mills Federally WIC eligible cereal has whole grain as the first ingredient.

							
Cheerios™	Multi Grain Cheerios™	Cheerios™ Veggie Blends Apple/Strwby & Blueberry Banana	Cheerios™ Veggie Blends Blueberry Banana	Cheerios™ Oat Crunch Berry	Kix™	Honey Kix™	Berry Berry Kix™
							
Rice Chex™	Corn Chex™	Cinnamon Chex™	Blueberry Chex™	Wheat Chex™	Total™	Fiber One™ Honey Clusters™	Wheaties™

 = 51% WHOLE GRAIN WIC STANDARD     
  = GLUTEN FREE     
  = FOLATE - 100% DV FOLIC ACID

## Yogurt – Multipack (cup and tube); Tub; and Individual Serve Cup



Yoplait® Kid Cups  
4 oz cups in multipack



Yoplait® Go-Gurt®  
2 oz tubes in multipack



Yoplait® Oui™  
5 oz jars and in multipack



Yoplait® Original  
6 oz cups in single serve  
and multipacks



Yoplait® Original  
32 oz tubs



Mountain High™  
32 oz tubs



Yoplait® Greek Protein  
5.3 oz cups

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## Additional Eligible Products

### Organic Frozen Vegetables & Fruit, and Juice – Cascadian Farm™ Canned Vegetables - Old El Paso™, Muir Glen™



Large variety of vegetables and fruits



Many tomato options



Canned Chilies

### Canned Beans – Progresso™, Old El Paso™



Black Beans



Cannellini  
White Kidney  
Beans



Chick Peas



Fat Free  
Refried Beans



Fat Free Spicy  
Refried Beans



Dark Red  
Kidney Beans



Red  
Kidney Beans

For more information email: [WIC@GenMills.com](mailto:WIC@GenMills.com)







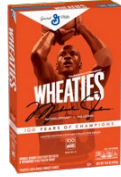


List based on February 2024 product information. Always check the product nutrition facts panel for the most up-to-date nutrition information.

WIC is a registered service mark of the U.S. Department of Agriculture for USDA's Special Supplemental Nutrition Program for Women, Infants, and Children.

# General Mills Federally WIC Eligible Retail Product List



## Cereals

	UPC	PACKAGE SIZE	PRODUCT DESCRIPTION	LABELED GLUTEN FREE	
					
WG	0-1600027526-3	8.9 oz	Cheerios™	Yes	WG
	0-1600048772-7	12.0 oz			
	0-1600017003-2	18.0 oz			
WG	0-1600012541-4	20.0 oz			
	0-1600016392-8	21.7 oz			
	0-1600018952-2	28.0 oz bag	Multi Grain Cheerios™	Yes	
	0-1600027515-7	9.0 oz			
	0-1600048769-7	12.0 oz			
	0-1600016875-6	18.0 oz			
	0-1600018954-6	20.6 oz	Cheerios™ Veggie Blends Apple Strwbry	Yes	
	0-1600020005-0	18.0 oz			
	0-1600020005-0	18.0 oz	Veggie Blends Blueberry Banana	Yes	
	0-1600018915-7	18.0 oz	Cheerios™ Oat Crunch Berry	Yes	
	0-1600018914-0	24.0 oz			
	0-1600027567-6	12.0 oz	Kix™	No	
WG	0-1600017104-6	18.0 oz			
	0-1600016966-1	18.0 oz	Berry Berry Kix™	No	
	0-1600016962-3	18.0 oz	Honey Kix™	No	
	0-1600048796-3	12.0 oz	Corn Chex™	Yes	
	0-1600017108-4	18.0 oz			
	0-1600048794-9	12.0 oz	Rice Chex™	Yes	WG
	0-1600017102-2	18.0 oz			
	0-1600010371-9	12.0 oz	Cinnamon Chex™	Yes	
	0-1600017099-5	19.2 oz			
	0-1600049234-9	12.0 oz	Blueberry Chex™	Yes	
	0-1600027549-2	14.0 oz	Wheat Chex™	No	WG
	0-1600042724-2	19.0 oz			
	0-1600027563-8	16.0 oz	Whole Grain Total™	No	
	0-1600027565-2	15.6 oz	Wheaties™	No	
WG					WG

**WG** = Meets the USDA 51% whole grain definition for WIC cereals.

# General Mills Federally WIC Eligible Retail Product List



## Yogurts



### Yoplait® 32 oz Tubs

UPC	PRODUCT DESCRIPTION
0-7047029061-4	Harvest Peach
0-7047000430-3	Strawberry
0-7047029062-1	Strawberry Banana
0-7047000439-6	Vanilla
0-7047014748-2	Blueberry



### Mountain High® 32 oz Tubs

UPC	PRODUCT DESCRIPTION
0-7527000166-8	Mountain High Plain FF
0-7527000191-0	Mountain High Plain LF
0-7527000194-1	Mountain High Vanilla LF
0-7527000160-6	Mountain High Plain WF
0-7527000161-3	Mountain High Vanilla WF



### Yoplait® Kids 8-4 oz Cups 32 oz Multipacks

UPC	PRODUCT DESCRIPTION
0-7047040741-8	Kid Wild Berry/Cotton Candy
0-7047043826-9	Kid Trix™ Strawberry Banana/Raspberry
0-7047044518-2	Kid Strawberry/Blueberry
0-7047046115-1	Kid Strawberry/Cotton Candy
0-7047046116-8	Kid Strawberry/Strawberry Banana
0-7047046118-2	Kid Strawberry/Berry



### Yoplait® GO-GURT® 16-2 oz Tubes 32 oz Multipacks

UPC	PRODUCT DESCRIPTION
0-7047013771-1	GO-GURT Strawberry/Mixed Berry
0-7047013772-8	GO-GURT Strawberry/Cotton Candy
0-7047013773-5	GO-GURT Strawberry Banana/Raspberry
0-7047013774-2	GO-GURT Strawberry/Watermelon
0-7047013776-6	GO-GURT Berry/Cherry
0-7047013779-7	GO-GURT Strawberry/Vanilla
0-7047013797-1	GO-GURT Berry/Strawberry
0-7047019112-6	GO-GURT Orange Cream/Red, White, Blue
0-7047019112-6	GO-GURT Orange Cream/Red, White, Blue Pop
0-7047013729-2	GO-GURT Simply Strawberry/Mixed Berry



### Yoplait® GO-GURT® 8-2 oz Tubes 16 oz Multipacks

UPC	PRODUCT DESCRIPTION
0-7047015526-5	Go-GURT Simply Mixed Berry/Strawberry Banana
0-7047013767-4	Go-GURT Simply Strawberry
0-7047022028-4	GO-GURT Strawberry/Tropical - Crayola
0-7047013768-1	GO-GURT Berry
0-7047013777-3	GO-GURT Punch/Strawberry
0-7047013778-0	GO-GURT Strawberry
0-7047013792-6	GO-GURT Cotton Candy/Melon Berry
0-7047017404-4	GO-GURT Cotton Candy
0-7047019111-9	GO-GURT Orange Cream/Red, White, Blue

List based on February 2024 product information. Always check the product nutrition facts panel for the most up-to-date nutrition information.

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# General Mills Federally WIC Eligible Retail Product List



## Yogurts



### Yoplait® Original Single Serve 6 oz cups (Low Fat)

UPC	PRODUCT DESCRIPTION
0-7047000300-9	Original Strawberry
0-7047000301-6	Original Raspberry
0-7047000302-3	Original Blueberry
0-7047000303-0	Original Cherry Orchard
0-7047000306-1	Original Lemon Burst
0-7047000307-8	Original Harvest Peach
0-7047000308-5	Original Pineapple
0-7047000310-8	Original Mixed Berry
0-7047000312-2	Original Pina Colada
0-7047000313-9	Original Strawberry Banana
0-7047000317-7	Original Strawberry Kiwi
0-7047000319-1	Original Orange Crème
0-7047000321-4	Original Key Lime Pie
0-7047000323-8	Original French Vanilla
0-7047000325-2	Original Strawberry Cheesecake
0-7047000329-0	Original Strawberry Mango
0-7047000330-6	Original Blackberry Harvest
0-7047044452-9	Original Cookies 'n Cream
0-7047050484-1	Original Blackberry Pomegranate
0-7047015412-1	Original Strawberry Smooth
0-7047018946-8	Original Pumpkin Pie (Seasonal)
0-7047000657-4	Light Banana Cream Pie
0-7047000665-9	Light Key Lime Pie
0-7047000652-9	Light Blueberry Patch
0-7047000661-1	Light Boston Cream Pie
0-7047000655-0	Light Harvest Peach
0-7047000641-3	Light Orange Crème
0-7047000651-2	Light Red Raspberry
0-7047000654-3	Light Strawberries 'N Bananas
0-7047000650-5	Light Strawberry
0-7047000653-6	Light Very Cherry
0-7047000643-7	Light Very Vanilla



### Yoplait® Greek 100 Protein 5.3 oz Cups

UPC	PRODUCT DESCRIPTION
0-7047043579-4	Greek 100 Protein Black Cherry Fat Free (FF)
0-7047045578-5	Greek 100 Protein Blueberry FF
0-7047043331-8	Greek 100 Protein Mixed Berry FF
0-7047043333-2	Greek 100 Protein Peach FF
0-7047043332-5	Greek 100 Protein Strawberry FF
0-7047043329-5	Greek 100 Protein Vanilla FF
0-7047048605-5	Greek 100 Protein Strawberry Banana FF



### Oui™ 5 oz Jars (Whole Fat)

UPC	PRODUCT DESCRIPTION
0-7047049662-7	Oui Strawberry Multipack 4-5 oz jars
0-7047049661-0	Oui Vanilla Multipack 4-5 oz jars
0-7047010375-4	Oui French Style Raspberry
0-7047010376-1	Oui French Style Key Lime
0-7047011413-2	Oui French Style Mango
0-7047014212-8	Oui French Style Honey
0-7047049646-7	Oui Vanilla
0-7047049647-4	Oui Strawberry
0-7047049649-8	Oui Peach
0-7047049651-1	Oui Lemon
0-7047049652-8	Oui Coconut
0-7047049653-5	Oui Blueberry
0-7047049654-2	Oui Black Cherry
0-7047021999-8	Oui Cinnamon Apple
0-7047015553-1	Oui Pumpkin Caramel (Seasonal)
0-7047016351-2	Oui Apple Pie (Seasonal)
0-7047018505-7	Oui Strawberry Rose (Seasonal)
0-7047018506-4	Oui Mango Champagne (Seasonal)

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# General Mills Federally WIC Eligible Retail Product List



## Canned Vegetables and Canned Beans



### Muir Glen™ Canned Vegetables

UPC	PRODUCT DESCRIPTION	SIZE/OZ
7-2534226011-9	Muir Glen Whole Peeled Tomatoes	14.5
7-2534226013-3	Muir Glen Whole Peeled Tomatoes	28
7-2534226071-3	Muir Glen Diced Tomatoes	14.5
7-2534226073-7	Muir Glen Diced Tomatoes	28
7-2534226926-6	Muir Glen Fire Roasted Diced Tomatoes No Salt Add	14.5
7-2534226929-7	Muir Glen Fire Roasted Petite Diced Tomatoes w/ Garlic	14.5
7-2534228071-1	Muir Glen Tomato Sauce	15
7-2534228103-9	Muir Glen Tomato Puree	28
7-2534228183-1	Muir Glen Ground Peeled Tomatoes	28
7-2534228193-0	Muir Glen Chunky Tomato Sauce	28
7-2534228315-6	Muir Glen Tomato Sauce	8
7-2534228363-7	Muir Glen Whole Peeled Tomatoes with Basil	28
7-2534228393-4	Muir Glen Crushed Tomatoes with Basil	28
7-2534228561-7	Muir Glen Diced Tomatoes No Salt Added	14.5
7-2534228571-6	Muir Glen Tomato Sauce No Salt Added	15
7-2534228731-4	Muir Glen Diced Tomatoes with Garlic & Onion	14.5



### Muir Glen™ Canned Vegetables (continued)

UPC	PRODUCT DESCRIPTION	SIZE/OZ
7-2534228741-3	Muir Glen Diced Tomatoes with Basil & Garlic	14.5
7-2534229033-8	Muir Glen Fire Roasted Whole Tomatoes	28
7-2534229043-7	Muir Glen Fire Roasted Crushed Tomatoes	28
7-2534229053-6	Muir Glen Fire Roasted Diced Tomatoes No Salt Add	28
7-2534229111-3	Muir Glen Fire Roasted Crushed Tomatoes	14.5
7-2534229121-2	Muir Glen Fire Roasted Diced Tomatoes No Salt Add	14.5
7-2534229373-5	Muir Glen Whole Peeled Tomatoes	28
7-2534238171-5	Muir Glen Tomato Paste	6
7-2534242943-1	Muir Glen Petite Diced Tomatoes	14.5
7-2534242944-8	Muir Glen Fire Roasted Petite Diced Tomatoes w/ Garlic	14.5
7-2534245016-9	Muir Glen Whole Plum Fire Roasted Tomato	28
7-2534248470-6	Muir Glen Salsa - Medium	16
7-2534248490-4	Muir Glen Salsa - Mild	16
7-2534248800-1	Muir Glen Salsa - Garlic Cilantro	16
7-2534248810-0	Muir Glen Salsa - Black Bean & Corn Salsa	16



### Progresso™ Canned Vegetables

UPC	PRODUCT DESCRIPTION	SIZE/OZ
0-4119689012-9	Progresso Artichoke Hearts	14

### Progresso™ Canned Beans

UPC	PRODUCT DESCRIPTION	SIZE/OZ
0-4119602122-6	Progresso Black Beans	15
0-4119602124-0	Progresso Black Beans	19
0-4119602035-9	Progresso Cannellini Beans	15
0-4119602032-8	Progresso Cannellini Beans	19
0-4119602016-8	Progresso Chick Peas	15
0-4119602012-0	Progresso Chick Peas	19
0-4119602022-9	Progresso Red Kidney Beans	19
0-4119602024-3	Progresso Dark Red Kidney Beans	19



### Old El Paso™ Canned Vegetables

UPC	PRODUCT DESCRIPTION	SIZE/OZ
0-4600085281-2	Old El Paso Jalapeño Slices	12
0-4600083331-6	Old El Paso Chopped Green Chiles	7
0-4600083251-7	Old El Paso Chopped Green Chiles	4.5

### Old El Paso™ Canned Beans

UPC	PRODUCT DESCRIPTION	SIZE/OZ
0-4600082011-8	Old El Paso Refried Beans Fat Free	16
0-4600084331-5	Old El Paso Spicy Refried Beans Fat Free	16

## Frozen Vegetables and Fruits



Cascadian Farm™ Organic Frozen Vegetables & Fruits

Cascadian Farm™ Organic Frozen Vegetables & Fruits (continued)

UPC	PRODUCT DESCRIPTION	SIZE/OZ
0-2190849335-0	Blackberries	32
0-2190855011-4	Blackberries	10
0-2190840677-0	Blueberries	8
0-2190846612-5	Blueberries	28
0-2190849334-3	Cherries	32
0-2190847797-8	Cherry / Berry Blend	32
0-2190847796-1	Harvest Berries	32
0-2190851495-6	Harvest Berries	10
0-2190847794-7	Mango / Strawberry Blend	32
0-2190847795-4	Mango Chunks	10
0-2190847713-8	Raspberries	8
0-2190852501-3	Sliced Peaches	10
0-2190812039-3	Sliced Peaches	32
0-2190846611-8	Strawberries	32
0-2190854301-7	Strawberries	10
0-2190850135-2	Broccoli Cuts	16
0-2190850335-6	Broccoli Florets	10
0-2190850410-0	California-Style Blend	10
0-2190850419-3	Chinese-Style Stir-fry Blend	10
0-2190850145-1	Cut Green Beans	16
0-2190850345-5	Cut Green Beans	10
0-2190850507-7	Cut Spinach	10
0-2190850346-2	Edamame in Pod	10

UPC	PRODUCT DESCRIPTION	SIZE/OZ
0-2190850347-9	Edamame Shelled	10
0-2190842237-4	Fire Roasted Sweet Potato	16
0-2190850140-6	Garden Peas	16
0-2190850401-8	Gardener's Blend	10
0-2190850167-3	Hash Browns	16
0-2190846027-7	Kale	10
0-2190849388-6	Mirepoix	10
0-2190850141-3	Mixed Vegetables	16
0-2190850345-5	Cut Green Beans	10
0-2190850415-5	Peas and Carrots	10
0-2190811441-5	Riced Broccoli	12
0-2190849032-8	Riced Cauliflower	12
0-2190828923-6	Riced Cauliflower Blends – Bell Pepper & Onion	12
0-2190828924-3	Riced Cauliflower Blends – Stir Fry Vegetables	12
0-2190828921-2	Riced Cauliflower with Sweet Potatoes & Kale	12
0-2190811443-9	Riced Sweet Potato	12
0-2190812808-5	Roasted Sweet Potato, Cauliflower & Broccoli	10
0-2190849276-6	Root Vegetable Hashbrowns	14
0-2190850124-6	Sweet Corn	16
0-2190850324-0	Sweet Corn	10
0-2190850340-0	Sweet Peas	10