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Quaker Oatmeal Squares Name/Package Change

Manufacturers are constantly looking for ways to make their products more appealing to consumers. Quaker has redesigned their Quaker Squares packaging. The new text reads: **Quaker Essentials Oatmeal Squares**. Nutritional values and ingredients remain the same, including “a hint of brown sugar.” The name and new packaging change occurred in December 2004, and will replace all the old “Quaker Squares” packaging. Quaker Essentials Oatmeal Squares is currently the only WIC approved Quaker cereal with “Essentials” added to the cereal name.

Please allow the WIC participants/authorized representatives/proxies to purchase the cereal in the old or new package. Please ensure that this information is shared with all staff that deal with WIC transactions.



If you have any questions regarding this WIC Alert or need technical assistance, please contact any member of the Vendor Management Team at 1 (866) 737-3935.



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