



ARIZONA WIC ALERT

Volume 20, Issue 2

December 2009

WIC Authorized Bread – 100% Whole Wheat

The December 2009 Issue of the Arizona WIC Alert will serve as a follow-up to the Arizona WIC Program implementation of the new WIC food packages. This month's topic is 100% Whole Wheat Bread.

The Arizona WIC Program has received a number of calls in regards to what the participant purchase and what is needed to meet minimum stock requirements. The WIC participant must purchase only 100% Whole Wheat Bread, it can be in the form of loaves, rolls or buns. The packaging must state **"100% Whole Wheat"**. The bread can be **any eligible brand**, including store brands.

Listed below are 100% Whole Wheat Bread products in packages that meet the Arizona WIC Program minimum stock requirements and can be made available to all WIC program participants who wish to purchase bread with their food instruments.

Product Name	Size (ounces)
Roman Meal Sungrain 100% Whole Wheat Bread	16
Roman Meal 100% Whole Wheat Bread	16
Sara Lee Classic 100% Whole Wheat Bread	16
Wonder 100% Whole Wheat Bread	16
Healthy Life 100% Whole Wheat Whole Grain Bread	16
Nature's Own 100% Whole Wheat Hamburger Buns	16
Nature's Own 100% Whole Wheat Hot Dog Buns	16
Healthy Life 100% Whole Grain Wheat Bread	16
Nature's Own 100% Whole Wheat Sugar Free Bread	16
Oroweat Premium 100% Whole Wheat Hot Dog Buns	14
Oroweat 100% Whole Wheat Dinner Rolls	14
Oroweat 100% Whole Wheat Sandwich Thins	12
Oroweat 100% Whole Wheat Buns	11
Pepperidge Farm Classic Soft 100% Whole Wheat Hamburger Buns	12.25



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The types of bread that cannot be purchased include:

- Organic
- Diet, Light or Low Carb
- Gluten Free
- Mini Loaves

Arizona WIC Participants can purchase up to the maximum amount printed on the food instrument. For 100% whole wheat bread **only**, if the food instrument states "Up to 32 OZ" the participants may purchase any package size up to the maximum ounces.

Always remember that the Arizona WIC Program Staff is here to assist you in any way possible. If you have a question or concern at the point of sale, please do not hesitate to contact our office for assistance.

Vendor Technical Assistance: 1(800) 737-3935

WIC Complaint Hotline: 1-866-229-6561

WIC Complaint email: azwiccomplaints@azdhs.gov

Arizona WIC Web Site: www.azwic.gov/vendors

REMINDER:

Please see the enclosed flyer regarding the Special Supplemental Nutrition Program for Women, Infants and Children (WIC): Revisions in the Food Packages Interim Rule. If you are interested in making comments they must be postmarked on or before FEBRUARY 1, 2010.



Partnerships make the WIC Program successful.