

# Connecticut WIC Program Retailer Bulletin

## January 2020

### Effective Immediately

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This is to inform you of recent updates to our Approved Product Listing (APL)  
The following package sizes and items have been added to the APL:

#### Yogurt - 4 ounce 4 packs (16 ounce packages)

**Brand names: Activia (Low Fat), Dannon Danimals (Nonfat), Noosa (Whole Milk)**



**Current Flavors:**

**Activia (Low Fat)** - Black Cherry, Blueberry, Mango, Mixed Berry, Peach, Prune, Strawberry Banana, Strawberry, Vanilla.

**Dannon Danimals (Nonfat)** - Strawberry, Strawberry Banana, Raspberry, Vanilla.

**Noosa (Whole Milk)**– Blueberry, Cherry Vanilla, Mixed Berry Blended, Pumpkin, Vanilla Bean Blended, Salted Caramel, Strawberry Rhubarb, Strawberry Blended, Raspberry.

#### Yogurt - 4 ounce 8 packs (32 ounce packages)

**Brand name: Yoplait (Low Fat)**



**Current Flavors:**

Blueberry/Strawberry, Cotton Candy/Strawberry, Raspberry/Strawberry, Strawberry Banana/Strawberry, Raspberry/Strawberry Banana, Wildberry/Cotton Candy

**The following flavors have been added in 32 ounce tubs:**

Brand Name	Package Size	Type/Flavor
Great Value	32 oz tub	Low Fat Peach
Great Value	32 oz tub	Low Fat Strawberry Banana
La Yogurt	32 oz tub	Low Fat Banana
La Yogurt	32 oz tub	Low Fat Passion Fruit
La Yogurt	32 oz tub	Whole Milk Strawberry
Oomda	32 oz tub	Low Fat Banana Cream
Oomda	32 oz tub	Low Fat Blueberry
Oomda	32 oz tub	Low Fat Strawberry
Oomda	32 oz tub	Low Fat Vanilla
Yoplait	32 oz tub	Low Fat Blueberry
Yoplait	32 oz tub	Low Fat Harvest Peach
Yoplait	32 oz tub	Low Fat Strawberry Banana

**Canned Fruits – Cups or Plastic Jars**



**Brand names:** Del Monte, Dole, Great Value, Mott's, Musselman's, Nature's Promise, North Coast, Stop & Shop

**WIC Approved Fruit:**

- Items that are unsweetened, packed in juice or in water, any size are WIC approved.
- Single ingredients or combinations of fruits. May be regular or organic.
- Not products with colorant or non-caloric sweeteners such as Fruit Cocktail.

UPC codes have been added to the Approved Product List and WIC Shopper is being updated.

It is the assumption that by expanding the selection of yogurt and fruits, participants will have more options and there will be an increase in redemptions of yogurt and fruits.

**Reminder:**

The following breads have been removed from the Approved Product List since **July 2019** and no longer WIC approved. Please remove any shelf tag for these items that indicates a WIC Approved food item. Your stand beside equipment or integrated cash register system will no longer process this item as a part of a WIC transaction.

<b>UPC</b>	<b>Brand</b>
014100071662	Pepperidge Farm Light Style Soft Wheat Bread
014100042792	Pepperidge Farm Jewish Rye Soft Bread
014100070641	Pepperidge Farm Lite Style 7 Grain
014100071204	Pepperidge Farm Jewish Rye Seeded Bread
014100071211	Pepperidge Farm Jewish Seedless Rye Bread
063400225534	Weight Watchers Multi Grain Bread
072201203948	Pas Yisroel
183791000081	Weight Watchers Traditional Grains

**Changed your email address or sold your store?** Send any new information to [ctwic@ct.gov](mailto:ctwic@ct.gov).

Please review this bulletin with all store employees handling WIC transactions. Initial below and keep for your own records in your WIC folder. **DO NOT SEND BACK TO WIC.**

**Initial here:**

\_\_\_\_\_ **Owner**                      \_\_\_\_\_ **Manager**                      \_\_\_\_\_ **Asst. Manager**                      \_\_\_\_\_ **Staff**

If you have questions or concerns please contact the State WIC Office via email at: [ctwic@ct.gov](mailto:ctwic@ct.gov), 1-800-741-2142, 860-509-8084. Website: [www.ct.gov/dph/wic](http://www.ct.gov/dph/wic).

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