

TEXAS **WIC**

**SHOPPING
GUIDE**



September 2023

Before You Shop

Look through this guide before you shop to see the brands of food you can buy with your **Texas WIC Card**. Bring this guide with you to the store.

You will also need to bring the **Texas WIC Shopping List** that you got at the clinic. It shows important information such as:

- Which foods you can buy.
- Your monthly benefits.
- Your next WIC appointment.

If you forgot or lost your Texas WIC Shopping List, a store cashier can print a receipt with your current balance before you shop.

Use all your WIC benefits each month. Your remaining benefits cannot roll over to the next month.

my **WIC**



Download the myWIC app and link your WIC card to use these shopping features:

- Check your WIC benefits.
- Scan items to see if they are WIC approved.
- View shopping guide updates.

texashhs.org/mywic



See page 17 for WIC Shopping FAQs

How to Use Your Texas WIC Shopping Guide

When you see:

Choose Any Brand Choose any brand of this food.

Choose These Brands Choose food from one of the brands listed in this guide.

Look for the Pink WIC Sticker Choose brands tagged with the pink *WIC Approved Item* sticker. These brands may be different at each store or location.



✗ Not WIC Approved: This area lists items that cannot be purchased with your Texas WIC Card.

SPECIAL FOOD PACKAGES (pages 14-16)

WIC staff will explain what is in these Special Food Packages:

- *Fully Breastfeeding Twins, Triplets or More*
- *No Refrigeration*
- *Kosher Milk and Cheese*

Stores might not carry every WIC food item or brand listed in this guide.

Milk



Look for the Pink WIC Sticker

Children 2 to 5 Years Old and Women

- Fat-free or low-fat (½% or 1%) milk in a half gallon or gallon
- Nonfat or low-fat buttermilk in a half gallon



Children 1 Year Old

- Whole milk in a half gallon or gallon (no buttermilk)
Quart only if on shopping list.

✗ Not WIC Approved: Organic, flavored (such as chocolate), with DHA or omega-3, oat, almond or goat's milk.

Cheese



Look for the Pink WIC Sticker

- 16 oz. (1 lb.) or 32 oz. (2 lb.) packages
- Block or sliced
- Regular, reduced-fat or low-fat
- Mozzarella string cheese (16 oz.)
- American
- Cheddar
- Colby
- Colby-Jack
- Longhorn
- Monterey Jack
- Mozzarella
- Muenster
- Provolone
- Swiss



✗ Not WIC Approved: Individually wrapped slices, shredded cheese, cheese food product, cheese from the deli, organic or imported cheese.

Eggs

Choose Any Brand

- One dozen carton
- Grade A or AA
- Organic or regular
- Any size egg in white or brown shells



✗ Not WIC Approved: Free-range or pasture-raised eggs.



BEANS • PEANUT BUTTER • TOFU

Dried Beans

Choose Any Brand

- 16 oz. (1 lb.) package
- Any type of bean, pea or lentil



✗ Not WIC Approved: Added seasonings or bulk beans.

Canned Beans

Choose Any Brand

- 15 oz. to 16 oz. can
- Regular, low sodium or organic
- Any type of bean
- Fat-free refried beans are allowed



✗ Not WIC Approved: Baked beans, soups, added ingredients like meat, vegetables or oil.

🛒 Shopping Tip: Canned green beans, wax beans and lima beans count as fruit and vegetable benefits. They do not count as canned beans. See page 4 for more information.

Peanut Butter

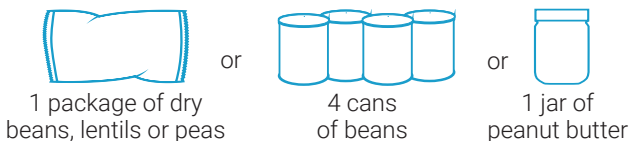
Choose Any Brand

- 16 oz. to 18 oz. jar
- Regular or organic
- Creamy or crunchy



✗ Not WIC Approved: Peanut butter spread, reduced fat, freshly ground, with added ingredients like honey, chocolate, jelly or omega 3.

How to buy beans and peanut butter. One item equals:



Tofu

Choose These Brands

- 16 oz. (1 lb.) refrigerated package
 - Azumaya** – Silken, Firm, Extra Firm
 - Banyan** – Soft, Medium Hard, Hard
 - Franklin Farms** – Soft, Medium Firm, Firm, Extra Firm
 - Green Valley** – Medium Firm, Firm
 - Nasoya** – Silken



✗ Not WIC Approved: Lite or seasoned tofu.

FRUITS and VEGETABLES

Fruits and Vegetables

Choose Any Brand

Fresh

- Single or mixed
- Organic or regular
- Whole, cut, packaged or bagged
- Beans or peas, such as fresh lima beans or black-eyed peas



✗ Not WIC Approved:

- Items from the salad bar, party trays or fruit baskets.
- With dressing, croutons or toppings.
- Decorative or ornamental foods.
- Spices or herbs (such as cilantro, parsley, chives or mint).

Frozen

- Single or mixed
- Organic or regular
- Any package size and type
- Frozen beans and peas, such as edamame, green beans, black-eyed peas or lima beans are allowed



✗ Not WIC Approved:

- Creamed, sauced or breaded vegetables.
- Added sugars, artificial sweeteners, oil, rice, grains or other ingredients.

Cans, Glass Jars and Plastic Containers

- Single or mixed
- Any package size
- Organic, regular or low sodium
- Fruit can be in juice or water
- Unsweetened applesauce is allowed



✗ Not WIC Approved:

- Pouches or packets.
- Pickles, olives or dried fruit.
- Fruit with added sugars, artificial sweeteners or syrup.
- Creamed vegetables or vegetables with sauce, oil or meat.
- Items with water or juice listed as the first ingredient.

🛒 Shopping Tip: Canned green beans, wax beans and lima beans count as fruit and vegetable benefits. All other types of canned beans count as canned beans. See page 3 for more information.



JUICE

Juice



Look for the Pink WIC Sticker

- 100% juice
- Added calcium and vitamin D are allowed



Bottled Juice

Children - 64 oz. plastic bottle

Women - 48 oz. plastic bottle

- Apple
- Cranberry
- Cranberry Apple
- Cranberry Grape
- Grapefruit
- Orange
- Orange Mango
- Orange Pineapple
- Pineapple
- Pineapple Mango
- Purple Grape
- Tomato
- Vegetable
- White Grape

Frozen Juice

Children - 16 oz. container

- Apple
- Orange

Women - 11.5 oz. to 12 oz. container

- Apple
- Grapefruit
- Orange
- Purple Grape
- White Grape

Refrigerated Juice

Children - 64 oz. carton or plastic bottle

- Orange

✗ Not WIC Approved: Juice cocktail, with added sugar or sweetener.

🛒 Shopping Tip: Check your benefits so you know which size juice to choose.

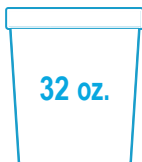


Low-fat and Nonfat Yogurt

Choose These Brands

Children 2 to 5 Years Old and Women

- 32 oz. (quart-sized) container



Activia

- Low-fat Vanilla

Best Choice

- Greek Nonfat Plain, Vanilla
- Low-fat Strawberry, Vanilla
- Light Plain

Chobani

- Greek Low-fat Plain, Vanilla Cinnamon
- Greek Nonfat Plain, Strawberry, Vanilla

Coburn Farms

- Low-fat Plain

Dannon

- Low-fat Plain, Vanilla
- Nonfat Plain

Food Club

- Greek Nonfat Plain, Vanilla
- Low-fat Strawberry, Vanilla

Great Value

- Greek Nonfat Plain, Strawberry, Vanilla
- Low-fat Peach, Strawberry, Strawberry Banana, Vanilla
- Nonfat Plain

H-E-B

- Greek Nonfat Honey, Plain, Strawberry, Vanilla
- Blended Low-fat Peach, Strawberry, Vanilla

H-E-B Organics

- Greek Nonfat Plain, Vanilla

Hiland

- Low-fat Peach, Strawberry, Vanilla
- Nonfat Plain

Hill Country Fare

- Greek Nonfat Plain, Vanilla
- Low-fat Plain, Vanilla

Kroger

- Greek Nonfat Plain, Vanilla
- Low-fat Plain, Vanilla

LALA

- Low-fat Mango, Plain, Strawberry, Vanilla

Lucerne

- Greek Nonfat Plain
- Low-fat Peach, Strawberry
- Nonfat Plain

Mountain High

- Fat-free Plain
- Low-fat Plain, Vanilla

Open Nature

- Greek Nonfat Plain, Vanilla

Oikos

- Greek Nonfat Plain, Vanilla

myWIC

Download the myWIC app from the Google Play Store or Apple App Store to see the most up to date version of this shopping guide.

YOGURT

Simple Truth Organic

- Greek Nonfat Plain, Vanilla
- Low-fat Plain, Vanilla

Stonyfield

- Low-fat Plain, Vanilla
- Nonfat Plain, Vanilla

The Greek Gods

- Greek Nonfat Plain

Two Good

- Greek Low-fat Plain

Winco

- Greek Nonfat Plain, Vanilla
- Low-fat Peach, Strawberry, Vanilla
- Nonfat Plain

Yoplait

- Low-fat Blueberry, Peach, Strawberry, Strawberry Banana, Vanilla

Yoplait Kid Multi-pack

- 8-pack of 4 oz. cups
- Low-fat Berry, Blueberry, Cotton Candy, Raspberry, Strawberry Banana, Strawberry, Wild Berry



Whole Milk Yogurt

Choose These Brands

Children 1 Year Old

- 32 oz. (quart-sized) container



Brown Cow

- Whole Milk Cream Top Plain, Vanilla

Chobani

- Greek Whole Milk Plain

Dannon

- Whole Milk Plain, Vanilla

Great Value

- Greek Whole Milk Plain

H-E-B Organics

- Whole Milk Plain, Vanilla

Kroger

- Greek Whole Milk Plain, Vanilla
- Whole Milk Plain

Lucerne

- Whole Milk Plain, Vanilla

Mountain High

- Whole Milk Plain, Strawberry, Vanilla

Open Nature

- Greek Whole Milk Plain (4%)

Simple Truth Organic

- Greek Whole Milk Plain, Vanilla

Stonyfield

- Whole Milk Plain, Strawberry, Vanilla

The Greek Gods

- Greek Whole Milk Plain

Winco


- Whole Milk Plain



BREAKFAST CEREAL

Cold and Hot Cereals

Choose These Brands

Higher in whole grain 

• 8 oz. to 36 oz. packages only

Gluten-free 



Cheerios
Original
8.9 oz., 12 oz.,
18 oz., 20 oz.,
21.7 oz., 28 oz.



Cheerios
Multi Grain
9 oz., 12 oz.,
18 oz., 20.6 oz.



Cheerios
Vanilla Spice
12 oz., 18 oz.



Cheerios
Oat Crunch
Berry
18 oz., 24 oz.



Cheerios
Veggie Blends
Apple Strawberry
18 oz.



Cheerios
Veggie Blends
Blueberry Banana
18 oz.



KIX
Original
12 oz., 18 oz.



KIX
Berry Berry
18 oz.



KIX
Honey
18 oz.



**Frosted
Mini Wheats**
18 oz., 24 oz.,
29.5 oz., 34 oz.



Corn Flakes
9.6 oz., 12 oz.,
18 oz., 24 oz.,
25.2 oz.



Complete Bran
11.6 oz., 19 oz.



Special K
Original
9.6 oz., 18 oz.



Rice Krispies
9 oz., 12 oz.,
18 oz., 24 oz.



Crispix
9.6 oz., 18 oz.



**Honey Bunches
of Oats**
with Almonds
12 oz., 18 oz.,
23 Oz., 28 oz.



**Honey Bunches
of Oats**
Cinnamon Bunches
12 oz.



**Honey Bunches
of Oats**
Honey Roasted
12 oz., 18 oz.,
23 Oz., 28 oz.



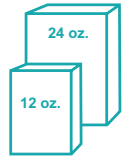
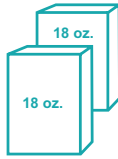
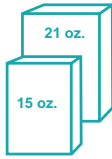
**Honey Bunches
of Oats**
Maple & Pecans
12 oz.



**Honey Bunches
of Oats**
Vanilla
12 oz., 18 oz.

BREAKFAST CEREAL

How to buy
36 oz. of
cereal:



Chex
Blueberry
12 oz.



Chex
Cinnamon
12 oz., 19.2 oz.



Chex
Corn
12 oz., 18 oz.



Chex
Rice
12 oz., 18 oz.



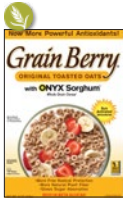
Life
Original
13 oz., 18 oz.,
22.3 oz., 24.8 oz.



Grape-Nuts
Flakes
18 oz.



Great Grains
Banana Nut Crunch
15.5 oz., 18 oz.



Grain Berry
Original
Toasted Oats
12 oz.



Grain Berry
Apple
Cinnamon
12 oz.



Grain Berry
Multi-Bran
Flakes
12 oz.



Kashi
Honey Toasted
12 oz.



Kashi
Warm Cinnamon
12 oz.



Quaker Original
Instant Grits
9.8 oz., 21.7 oz.



Quaker Original
Instant Oatmeal
9.8 oz., 23.7 oz.



Avelina Instant
Rolled Oats
12 oz.



Malt-O-Meal
Crispy Rice
18 oz., 36 oz.



Malt-O-Meal
Mini Spooners
Frosted
18 oz., 36 oz.



Malt-O-Meal
Mini Spooners
Strawberry Cream
36 oz.



Malt-O-Meal
Original
18 oz., 36 oz.



Cream of Wheat
Whole Grain
18 oz.



Cream of Wheat
2 1/2 Minute
12 oz., 28 oz.

WHOLE GRAINS

Whole Wheat Bread



Look for the Pink WIC Sticker

- 16 oz. (1 lb.) loaf
- 100% whole wheat



✗ Not WIC Approved: Sugar-free bread.

🛒 Shopping Tip: Look carefully for the pink **WIC Approved Item** sticker to make sure you get the correct bread.

Tortillas

Choose Any Brand

- 16 oz. (1lb.) package, shelf or refrigerated
- Whole wheat, yellow corn or white corn



✗ Not WIC Approved: White flour, organic, “low-carb,” store made, tostadas or shells.

Brown Rice

Choose Any Brand

- 14 oz. to 16 oz. package
- Regular or instant



✗ Not WIC Approved: White rice, added seasonings or boil-in-bag rice.

Oatmeal

Choose These Brands

- 16 oz. (1 lb.) package
 - Avelina** – Quick, Old Fashioned Oats
 - Better Oats Organic** – Quick, Old Fashioned Oats
 - Granvita** – Oats
 - Mija Organic** – Quick Oats
 - Mom’s Best Naturals** – Quick, Old Fashioned Oats



🛒 Shopping Tip: Oatmeal in 16 oz. packages count as a whole grain. Oatmeal in packets count as cereal. See [page 8](#) for more information.

Whole Wheat Pasta

Choose Any Brand

- 16 oz. (1 lb.) box or bag
- 100% whole wheat
- Organic or regular
- Any shape such as elbows, penne, rotini, spaghetti or spirals



✗ Not WIC Approved: Gluten-free, protein-enriched or white pasta.

SPECIAL MILKS



Lactose-Free Milk

Choose Any Brand

Children 2 to 5 Years Old and Women

- Fat-free or low-fat (1%) in a half gallon or 96 oz. container

Children 1 Year Old

- Whole milk in a half gallon or 96 oz. container



✗ Not WIC Approved: High-protein, organic, flavored milk (such as chocolate), milk with DHA or omega-3.

Soy Milk

Choose These Brands

- 32 oz. container, half gallon or 2-pack of half gallons
- Refrigerated or shelf-stable
- 8th Continent** – Original, Vanilla
- Great Value** – Original
- Pacific Ultra Soy** – Original
- Silk** – Original



✗ Not WIC Approved: Organic or light soy milk.

🛒 Shopping Tip: Soy milk benefits are listed in gallons, but must be purchased in half gallons.

Evaporated Milk

Choose Any Brand

Children 2 to 5 Years Old and Women

- Fat-free or low-fat (1%) in a 12 oz. can

Children 1 Year Old

- Whole milk in a 12 oz. can



✗ Not WIC Approved: Sweetened condensed milk or evaporated filled milk.

Nonfat Dry Powdered Milk

Choose Any Brand

Children 2 to 5 Years Old and Women

- Fortified with vitamins A and D
- 9.6 oz., 25.6 oz. or 64 oz. package



BABY FOODS

Infants 6 - 11 Months

Choose Any Brand

Baby Food Fruits and Vegetables

- 4 oz. single container, 2-pack of 4 oz. containers or variety pack of 4 oz. containers
- Regular or organic
- Single or mixed fruits and/or vegetables



✗ Not WIC Approved:

- With cereal, oatmeal, quinoa, rice, pasta, yogurt or meat.
- Pouches, dinners or toddler foods.
- Added ingredients such as DHA, sugar or salt.
- Items with water listed as the first ingredient.



Choose These Brands

Baby Cereal

- 8 oz. or 16 oz. container
- Organic or regular
- Corn, Multigrain, Oatmeal, Rice or Whole Wheat

Beech-Nut

Gerber

Earth's Best



✗ **Not WIC Approved:** Cereal with fruit, formula, DHA or added ingredients.

my **WIC**



You can scan items while you shop with the myWIC app! The scan feature on myWIC tells you if an item is WIC approved and if you have active benefits for it.

Fully Breastfeeding Infants 6 - 11 Months

Choose Any Brand

Baby Food Meats

- 2.5 oz. single container or variety pack of 2.5 oz. containers
- Regular or organic
- Any single meat with broth or gravy such as chicken, beef, turkey or ham



✗ **Not WIC Approved:** Dinners, meat with vegetables or fruit, DHA, sugar or salt.

Fully Breastfeeding Women

Choose Any Brand

Tuna

- 2.5 oz. to 12 oz. can or pouch
- Chunk light
- Packed in water, oil or vegetable broth

Salmon

- 2.5 oz. to 14.75 oz. can or pouch
- Pink salmon
- Packed in water or oil

Sardines

- 3.75 oz. to 15 oz. can
- Packed in water, oil, tomato sauce, hot sauce, mustard or with lemon

Mackerel

- 4 oz. to 15 oz. can
- Atlantic, Pacific Chub or Jack
- Packed in water, oil or with lemon



✗ Not WIC Approved:

- Flavored, albacore, tongol, yellowfin or wild skipjack tuna.
- Flavored, smoked, sockeye or red salmon.
- King mackerel.
- Premium brands or items with olives, peppers or jalapeños.

Breastfeeding women get:

- More WIC foods.
- Breastfeeding support.
- WIC benefits longer.

For breastfeeding support and information, call:

Texas Lactation Support
Hotline 855-550-6667

This service is free and available 24 hours a day, 7 days a week.



SPECIAL FOOD PACKAGES

Fully Breastfeeding Twins, Triplets or More

Cheese

Choose These Brands

- 8 oz. package
- Block or sliced
- Regular, reduced-fat, low-fat
- American
- Cheddar
- Colby
- Colby-Jack
- Longhorn
- Monterey Jack
- Mozzarella
- Muenster
- Provolone
- Swiss

Best Choice
Brookshire
Food Club

Great Value
H-E-B
Kraft

Kroger
Lucerne
Wisconsin's Finest



✗ Not WIC Approved: Individually wrapped slices, shredded, cheese food product, from the deli or imported cheese.

🛒 Shopping Tip: These cheeses will not be labeled with the pink *WIC Approved Item* stickers.

Whole Wheat Bread

Choose These Brands

- 20 oz. to 24 oz. loaf
- Great Value** – 100% Whole Wheat 20 oz.
- H-E-B** – 100% Whole Wheat 20 oz.
- Mrs Baird's** – 100% Whole Wheat 20 oz.
- Nature's Own** – 100% Whole Wheat 20 oz.
- Private Selection** – 100% Whole Wheat 24 oz.
- Signature Select** – 100% Whole Wheat 20 oz.
- Sara Lee** – 100% Whole Wheat 20 oz.



🛒 Shopping Tip: These breads will not be labeled with the pink *WIC Approved Item* stickers.

Tortillas

Choose These Brands

- 20 oz. to 24 oz. package
- Yellow or white corn
- Kroger** – White Corn Tortillas 24 oz.
- Mi Tienda** – Yellow Corn Tortillas 21 oz.
- Tia Rosa** – Yellow Corn Tortillas 20 oz.



🛒 Shopping Tip: These tortillas will not be labeled with the pink *WIC Approved Item* stickers.

SPECIAL FOOD PACKAGES

No Refrigeration

Juice

Choose These Brands


- 6-pack of 5.5 oz. or 6 oz. cans
- Unsweetened 100% juice with vitamin C
- Campbell's** – Tomato
- Dole** – Pineapple, Pineapple Orange
- Ruby Kist** – Apple, Grapefruit, Orange, Pineapple
- TexSun** – Orange, Pink Grapefruit
- V8** – Original, Low Sodium Original, Spicy Hot



Only if listed on your WIC Shopping List

- 8-pack of 6.75 oz. boxes
- Unsweetened 100% juice with vitamin C
- Juicy Juice** – Apple, Berry, Grape, Punch, Orange Tangerine, Strawberry Watermelon



 **Shopping Tip:** These juices will not be labeled with the pink *WIC Approved Item* stickers.

Nonfat Dry Powdered Milk

Choose Any Brand

Children 2 to 5 Years Old and Women

- Fortified with vitamins A and D
- 9.6 oz., 25.6 oz. or 64 oz. package





Cheese

Choose These Brands

- 8 oz. package
 - Block or sliced
 - Regular, reduced-fat, low-fat
 - American
 - Cheddar
 - Colby
 - Colby-Jack
 - Longhorn
 - Monterey Jack
 - Mozzarella
 - Muenster
 - Provolone
 - Swiss
- | | | |
|--------------------|--------------------|---------------------------|
| Best Choice | Great Value | Kroger |
| Brookshire | H-E-B | Lucerne |
| Food Club | Kraft | Wisconsin's Finest |



 **Not WIC Approved:** Individually wrapped slices, shredded, cheese food product, from the deli or imported cheese.

 **Shopping Tip:** These cheeses will not be labeled with the pink *WIC Approved Item* stickers.

SPECIAL FOOD PACKAGES

Kosher Milk and Cheese

Kosher Milk

Choose These Brands

Children 2 to 5 Years Old and Women

- Fat-free or low-fat (1%) in a half gallon or gallon

Children 1 Year Old

- Whole milk in a half gallon or gallon

Pride of the Farm



Kosher Cheese

Choose These Brands

- 16 oz. (1 lb.) package

Haolam – Cheddar, mozzarella

Miller's – Mozzarella

Natural & Kosher – Mozzarella (block or sliced), White American



Fully Breastfeeding Twins, Triplets or More

- 8 oz. package

Haolam – Cheddar



Where to Buy Kosher Milk and Cheese

These stores carry kosher milk and cheese in the approved sizes. Call the store before shopping.

Austin

- **H-E-B** - 7025 Village Center Drive 512-502-8445

Dallas Area

- **Tom Thumb** - 11920 Preston Road 972-392-2501
- **Tom Thumb** - 1380 West Campbell Road ... 972-680-6010

Houston Area

- **H-E-B** - 4955 Beechnut Street 713-662-4000
- **Kroger** - 10306 South Post Oak 713-721-7691
- **Randalls** - 4800 West Bellfort 713-721-0011

San Antonio

- **H-E-B** - 8503 NW Military Highway 210-479-4300

WIC SHOPPING FAQs

How do I use my WIC card at checkout?

- After all of your items are scanned you will pay for your WIC items first.
- Insert your WIC card into the reader and enter your PIN. Leave the card in the reader until told to remove it.
- The cashier will provide you with two receipts. One receipt shows your starting balance and the other shows which items will be removed from your card.
- Check the items on the receipts and press approve to complete your transaction. Save your receipts!

What if an item doesn't scan at checkout?

- Check your shopping list or benefit balance to make sure you have available benefits on your card.
- Check the shopping guide to make sure the item is the correct size and brand.
- If the size and brand are correct and you have enough benefits, ask the cashier or store manager for help.
- If it still won't scan as a WIC item, you can pay for it with your other groceries or put it back.

Still think it should have scanned as a WIC item?

Scan the QR code to provide more information. WIC will review the item and let you know why it didn't scan, or add it to our database for the future.



How do I know what's left on my WIC card?

- A WIC benefit balance receipt prints out after shopping. It shows how much is left on your card for the rest of the month.
- You can check your benefit balance anytime at a grocery store, your WIC office or on the myWIC app. Benefits on the app may be 3 days behind.

What if I lose my card?

If your Texas WIC Card is lost, stolen or damaged, contact your WIC office or call 800-942-3678. If it's locked, you will need to go to your WIC office to reset your PIN.



Visit TexasWIC.org to:

- Learn more about WIC
- Start your application
- Find breastfeeding and nutrition information
- Take free online classes

**Call 800-942-3678
for more information.**

**Information for vendors:
bit.ly/TexasWICVendors**

Connect with us on



Twitter, Facebook, YouTube and Instagram.
Find us @TexasHHSC

WIC helps you make amazing kids!



TEXAS
Health and Human
Services



This institution is an equal opportunity provider.

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Stock no. WIC-34 Rev. 12/23