

# Shopping Guide

EFFECTIVE 2023



For any questions, ask the staff at your local WIC clinic, or call the state WIC office at 1-800-657-3942

To request this material in another format contact:



**Minnesota WIC Program**

P.O. Box 64975  
St. Paul, MN 55164-0975

[www.health.state.mn.us/wic](http://www.health.state.mn.us/wic)

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3/2025



## USING YOUR WIC CARD

- **Set up your 4-DIGIT PIN** by calling 1-833-566-5248.
- **REGISTER your WIC Card** in the *Minnesota WIC App*. (See page 3).
- Benefits **last for 30 DAYS** then expire; unused items do not carry over to the next benefit period.
- The first few times, **keep it SIMPLE** and do WIC-only transactions.
- **Keep your WIC Card SAFE**. Future benefits are added to the same card.
- **If your card is LOST, STOLEN, OR DAMAGED**, call your WIC Clinic as soon as possible.

## BEFORE YOU SHOP

- Plan to **SHOP EARLY** in the benefit period.
- Choose a **WIC authorized store**.
  - Ask your WIC Clinic for a store near you.
  - Use the *Minnesota WIC App* store locator.
- Check your **food Account Balance** and **EXPIRATION dates** using one of these ways:
  - *Minnesota WIC App*.
  - Receipt from your last WIC purchase.
  - A balance inquiry printed at the store's Customer Service Desk.
  - Call 1-833-566-5248 for your account balance.
  - The Account Balance from the WIC Clinic.

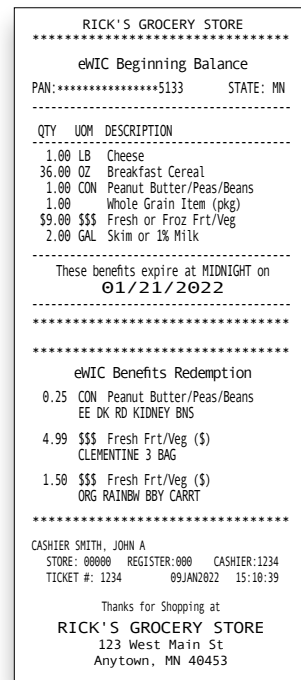
## WHILE YOU SHOP

- Check for **WIC-allowed brands** by using this **SHOPPING GUIDE** or the *Food Finder* in your **MINNESOTA WIC APP**.
- **Scan foods** with the **FOOD FINDER** to make sure they are in your food benefits (**except** fresh fruits and vegetables).
- The simplest way to use your **fruit and vegetable benefits** is to **choose UNPACKAGED PRODUCE** that you bag yourself.
- **Buy what you NEED**. You don't have to buy all your WIC foods at one time.
- Your account balance might show these common **PACKAGE SIZES**:

PACKAGE SIZES	
oz = ounce	lb = pound = 16 oz
doz = dozen	qt = quart = 32 oz
con = container	1/2 gal = half gallon = 64 oz
pkg = package	gal = gallon = 128 oz
	1 gal = 2 half gallons

## CHECKING OUT AT THE REGISTER

- Let the cashier know if this is the **FIRST TIME** you're using your WIC card in that store.
- Use your **WIC Card FIRST**, before other forms of payment.
- Coupons, store loyalty cards, and other **special offers are ALLOWED**.
- Rain checks and **substitutions are NOT ALLOWED**.
- If you enter your PIN incorrectly 4 times, **your card will be LOCKED**. Call 1-833-566-5248 to reset your PIN.
- If the cashier gives you a **MIDPOINT RECEIPT** showing what the WIC card will pay for, review it carefully **BEFORE approving your WIC purchase**.



- If a food item is missing, **press "NO"** and check to see if that item is WIC-allowed and included in your current benefits.
- Ask the cashier to **REMOVE any non-WIC items** that you don't want to pay for.
- If a food item **DOESN'T SCAN as WIC-allowed**, there is nothing the cashier can do to allow it. **YOU should** share with WIC staff:
  - **PICTURES of the items** you're trying to buy that were not deducted from your card.
  - **ALL receipts** from the transaction. (Some stores have 5 receipts!)

Receipts differ between stores.

## MINNESOTA WIC-ALLOWED FOOD BRANDS



**Not all WIC-allowed food brands are listed** in this Shopping Guide. Use your **Minnesota WIC App** to check if a food is allowed and available in your food benefits.

# MINNESOTA WIC App

The Minnesota WIC App is available for download from the [App Store](#) and [Google Play](#).



Available for **iOS 16.0 or higher**, and **Android 6.0 or higher**.

## HOW TO REGISTER

Register to receive important notifications and messages. You can register multiple devices and/or households. If you get a new phone, you will need to re-register.

- 1 Select **'Register Account'** or click the hamburger menu
- 2 Tap on **Register**



- 3 Enter **last 10 Digits** of the card, **Date of Birth**, and **Zip Code** of the WIC card holder, and an **Account Name**

■ To register **More than One Household**, follow Steps 1-3 for each account.

■ Select the **Account Arrow** to **Switch to Another Account**.



## HOW TO USE THE APP

This App may not work if WiFi or cell service is limited.

### BENEFITS

Your benefit balance updates each time foods are purchased with your WIC Card.

- 1 Select **Benefits**
- 2 Select **Current**
- 3 Remaining food benefits are listed by **Start and End Dates**

### SCAN UPC

Scan UPC to check if a food is WIC-allowed and included in your benefits.

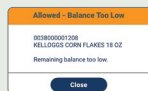
- 1 Select **Scan UPC OR Enter UPC**
- 2 **Scan UPC** barcode on package **OR Enter** entire **UPC**
- 3 You will receive one of the following **Messages\***:



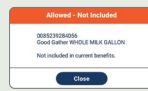
\* If there are more than one registered households, the Food Finder Messages will be based on the account selected.



**Allowed - Included**  
WIC Allowed and you have enough left in your current food benefits



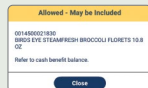
**Allowed - Balance Too Low**  
WIC Allowed BUT you don't have enough left in your current food benefits



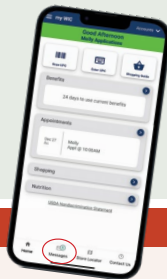
**Allowed - Not Included**  
WIC Allowed BUT not in your current food benefits



**Not Allowed**  
Not WIC Allowed



**Allowed - May be Included**  
WIC Allowed BUT check the amount left in your fruit and vegetable balance



### MESSAGES/NOTIFICATIONS

Messages/Notifications will give you important information.

You will receive **Notifications** regarding your **Benefits Balance** and **Upcoming Appointments**.

You will receive **Messages** from local and state agency staff informing you about **Important WIC Information**. A number indicator in the messages section of the App lets you know that you have unread messages.

# Fruits • Vegetables

## FRESH

- Any variety
- Fresh herbs allowed
- Whole, cut, bagged, or packaged
- Organic is allowed



## DO NOT BUY

- Salad mixtures with dressing, nuts, cheese, etc.
- Party trays, fruit baskets, or salad bar items
- Pastes, tubes, and jars
- Dried fruits, vegetables, or herbs
- Spices
- Decorative or potted fruits, vegetables, and herbs



**DO NOT USE Scan UPC** for **fresh** fruits, vegetables, and herbs.

## FROZEN

- Any variety
- Single or mixed plain fruits and vegetables
- Organic is allowed



## DO NOT BUY

- Items with added sugar, butter, fat, oil
- Items with added pasta, rice, sauce, or cheese

## CANNED

### FRUITS

- Any fruit or fruit mixtures packed in water or juice (no added sugar or artificial sweeteners)
- Any container type or size (except pouches)
- Unsweetened applesauce (with cinnamon allowed)
- Organic is allowed
- Stevia is allowed (natural sweetener)



### VEGETABLES

- Any plain variety or vegetable mixture
- Any container type or size
- Tomatoes (with herbs or seasoning are allowed)
- Organic is allowed

## DO NOT BUY

### FRUITS

- Added sugar
- Syrup (heavy, light)
- Artificial sweeteners like Sucralose (Splenda)
- Pie filling
- Cranberry sauce
- Pouches

### VEGETABLES

- Pasta sauce, spaghetti sauce, pizza sauce, or salsa/picante sauce
- Creamed corn
- Mixtures with legumes (like lima, black, kidney beans)
- Fermented foods (like Sauerkraut)
- With butter, fats, or oils
- Artificial sweeteners and heavy syrup
- Items with vinegar
- Pouches



**IF THE COST** of your fruits and vegetables **IS MORE** than your Account Balance, you can **PAY THE DIFFERENCE** with cash, SNAP, or a credit/debit card.



## WHOLE GRAIN ITEM

If your benefit balance shows **(16 oz) WIC-allowed Whole Grain Item** you can buy  
Bread **OR** Brown Rice **OR** Oats **OR** Tortillas **OR** Pasta

## Bread WHOLE GRAIN ITEM

16 oz package (1 lb)

100% whole wheat

WIC-allowed brands include:



**Best Choice**  
Whole Wheat



**Bimbo**  
Whole Wheat



**Cub Foods**  
Whole Wheat



**Fareway**  
Whole Wheat



**Food Club**  
Whole Wheat



**Great Harvest**  
Whole Wheat



**Hy-Vee**  
Whole Wheat



**Midwest Bakery**  
Whole Wheat



**Our Family**  
Whole Wheat



**Pepperidge Farm**  
Very Thin Sliced Soft  
Whole Wheat



**Sara Lee Classic**  
Whole Wheat



**Sunny Brook**  
Whole Wheat



**Village Hearth**  
Whole Wheat

### DO NOT BUY

- Organic
- Rolls, buns, pita bread

## Brown Rice WHOLE GRAIN ITEM



16 oz package (1 lb)

Any brand

- Plain

### DO NOT BUY

- Organic
- Wild rice
- Specialty rice like basmati

## Oats WHOLE GRAIN ITEM

16 oz package (1 lb)

- Plain rolled oats only

WIC-allowed brand includes:



**Mom's Best**  
Quick  
Old Fashioned Oats

### DO NOT BUY

- Organic
- Steel cut
- Instant oatmeal packets  
(Can be purchased as cereal)

## Tortillas WHOLE GRAIN ITEM

16 oz package (1 lb)

### DO NOT BUY

- Organic
- Wraps, flat bread, pita bread
- Hard shell tortillas or taco shells

WIC-allowed brands include:

### Whole Wheat



**Best Choice**  
Whole Wheat



**Chi-Chi's**  
Whole Wheat  
Fajita Style



**Don Pancho**  
Whole Wheat



**Essential  
Everyday**  
Whole Wheat



**Fareway**  
Whole Wheat



**Food Club**  
Whole Wheat



**Frescados**  
Whole Wheat



**Great Value**  
Whole Wheat



**Hy-Vee**  
Whole Wheat



**La Banderita**  
Whole Wheat



**Market Pantry**  
Whole Wheat



**Mission**  
Whole Wheat



**Our Family**  
Whole Wheat

### Corn



**Best Choice**  
Corn



**Chi-Chi's**  
White Corn



**Don Pancho**  
White Corn



**Essential  
Everyday**  
Corn



**Fareway**  
White Corn



**Food Club**  
White Corn



**Frescados**  
Corn



**Hy-Vee**  
White Corn



**La Banderita**  
Corn



**La Burrita**  
Corn



**La Perla**  
Corn



**Los Maizales**  
Corn



**Mission**  
Extra Thin  
Yellow Corn



**Our Family**  
Yellow Corn  
White Corn

## Pasta WHOLE GRAIN ITEM



16 oz package (1 lb)

100% whole wheat

Any brand

- Any shape OK

### DO NOT BUY

- Organic
- Pasta made from  
rice, quinoa, flax, corn,  
or vegetables



Whole grains are only allowed in **16 oz packages**.  
Look for **1 lb (pound)** or **16 oz sizes**.

# Milk



gallons or half gallons

## Any brand

- Pasteurized

You can only buy the exact type of milk listed on your WIC Account Balance.

## Milk options include:

- Cow's milk
- Lactose-free milk
- Powdered milk
- Evaporated milk
- Goat milk – *Never use goat milk for infants under 1 year*

## Allowed goat milk brands:

- Poplar Hill quarts
- Meyenberg quarts or half gallons
- Meyenberg evaporated in cans

## DO NOT BUY

- Organic
- Peak powdered milk
- Chocolate or flavored milk
- Specialty milk or milk with added nutrients (*other than Vitamin A or D*)
- Milk in glass bottles

# Cheese



8 or 16 oz package only

## Any brand

- Pasteurized
- Shredded, block, string, sticks, or twists
- Low-fat, reduced fat, fat-free, or low sodium OK

WIC-allowed cheese includes: (mixtures of these OK)

- Cheddar
- Colby
- Farmer
- Monterey Jack
- Mozzarella
- Muenster
- Provolone
- Swiss

## DO NOT BUY

- Organic
- American, processed cheese foods, cheese spreads, or **Velveeta**
- Sliced, diced, cubes, curds, or grated cheese
- Added seasonings, peppers, or other foods
- Deli or imported cheese
- Parmesan, Romano, or goat cheese



TWO 8 oz (0.5 lb) packages EQUAL ONE 16 oz (1 lb) package



TWO (2) half gallons



EQUAL



(1) gallon

# Soy Beverages

WIC-allowed brands include:



**8th Continent**  
Original Plain  
Refrigerated  
Half Gallons



**Great Value**  
Original Plain  
Refrigerated  
Half Gallons



**Pacific Foods**  
Ultra Soy Plain  
Shelf-stable  
Quarts



**Silk**  
Original Plain  
Refrigerated  
Half Gallons  
Twin Packs  
OK



**Silk**  
Original Plain  
Shelf-stable  
Quarts

## DO NOT BUY

- Organic
- Flavored soy beverages
- Light or fat-free

# Tofu



12 to 16 oz package

- Organic OK
- Unflavored plain, any texture
- Refrigerated or shelf-stable

## WIC-allowed brands include:

- Azumaya
- MinnTofu
- Franklin Farms
- Nasoya
- House
- Wildwood

## DO NOT BUY

- Added fats, sugars, oils, sodium, or seasonings

# Yogurt



32 oz containers only

## Any brand

- Pasteurized
- Any flavor
- Greek OK

## DO NOT BUY

- Organic
- Artificial sweeteners such as sucralose (**Splenda**) or aspartame
- Yogurt with more than 40g sugar per cup



If your WIC Account Balance lists **Low-fat / Nonfat Yogurt**, make sure you see these words on the front of your yogurt container.



# Eggs



medium, large, extra large or jumbo

## Any brand

- Packages of 1 (one) dozen only
- White or brown eggs
- Cage free eggs OK

## DO NOT BUY



























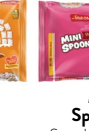

- Organic, pasteurized, or fertile eggs
- Free range
- Pasture raised

# Cereals

12 oz package or larger size

**FA** High in folic acid **W** Whole grain **5+** Whole grain with 5+ grams of fiber **GF** Gluten free

WIC-allowed brands include:

<b>Cold Cereal</b>						
	<b>Cheerios</b>	<b>Multi Grain Cheerios</b>	<b>Kix Honey</b>	<b>Kix</b>	<b>Kix Berry Berry</b>	
	<b>W</b> <b>GF</b>	<b>FA</b> <b>W</b> <b>GF</b>	<b>W</b>	<b>W</b>	<b>W</b>	
						
	<b>Total Whole Grain</b>	<b>Wheaties</b>	<b>Wheat Chex</b>	<b>Corn Chex</b>	<b>Rice Chex</b>	<b>Grape-Nuts</b>
	<b>FA</b> <b>W</b>	<b>W</b>	<b>5+</b>	<b>GF</b>	<b>GF</b>	<b>FA</b> <b>5+</b>
						
<b>Honey Bunches of Oats Vanilla</b>	<b>Honey Bunches of Oats With Almonds</b>	<b>Honey Bunches of Oats Cinnamon Bunches</b>	<b>Honey Bunches of Oats Honey Roasted</b>	<b>Great Grains Banana Nut Crunch</b>	<b>Frosted Mini Wheats Original</b>	
<b>FA</b>	<b>FA</b>	<b>FA</b>	<b>FA</b>	<b>5+</b>	<b>FA</b> <b>5+</b>	
						
<b>Frosted Mini Wheats Little Bites</b>	<b>Corn Flakes</b>	<b>Crispix</b>	<b>Rice Krispies</b>	<b>Special K</b>	<b>Oatmeal Squares Brown Sugar</b>	
<b>FA</b> <b>5+</b>				<b>FA</b>	<b>5+</b>	
						
<b>Oatmeal Squares Cinnamon</b>	<b>Life</b>	<b>Mini Spooners Plain Frosted</b>	<b>Mini Spooners Strawberry Cream Only</b>	<b>Crispy Rice Malt-O-Meal Original</b>		
<b>5+</b>	<b>W</b>	<b>FA</b> <b>5+</b>	<b>FA</b> <b>5+</b>	<b>FA</b> <b>GF</b>		

## Hot Cereal

				
<b>COCO Wheats</b> 28 oz	<b>Quaker Oatmeal</b> 9.8 oz Individual Packets Original Flavor	<b>Quaker Instant Grits</b> 9.8 oz Individual Packets Original Flavor	<b>Malt-O-Meal</b> 28 or 36 oz Original	<b>Malt-O-Meal</b> 28 or 36 oz Chocolate
	<b>W</b>			

		
<b>Cream of Wheat</b> 28 oz Original	<b>Cream of Wheat</b> 18 oz Whole Grain	<b>Cream of Rice</b> 14 oz
<b>5+</b>		<b>GF</b>

## Store Brand Cereal

WIC-allowed varieties include:  
Bran Flakes, Toasted Oats/Tasteos,  
and Instant Oatmeal Packets



Cereals in packages **smaller than 12 oz are not allowed.** If you have **fewer than 12 oz of cereal left** in your benefits, you will **not be able to use** them.

Use this guide to get the most cereal.

**36.0 OUNCES**



**34.5 OUNCES**



**36.0 OUNCES**



### EXCEPTION

**9.8 oz instant oatmeal** is the only cereal allowed **below 12 oz.**



# Juice

- 100% juice
- Single flavor
- Added calcium and vitamins OK

You can only buy the exact type and size of juice listed on your WIC Account Balance.

### Juice options include:

- 64 oz fluid refrigerated or non-refrigerated
- 12 oz frozen
- 6 packs of 5.5 to 6.0 ounce cans (only in limited food packages)

## **X** DO NOT BUY

- Organic
- Fruit juice blends
- Juice cocktails, drinks, or juices with added sugar
- Added artificial sweeteners like sucralose
- Fresh squeezed juices

## Refrigerated Juice



### 64 oz only size WIC-allowed

#### Any brand

- Half (½) gallons only
- Orange juice

## Frozen Concentrate Juice



### 11.5 to 12 oz only

#### Any brand

#### WIC-allowed flavors include:

Apple, Grape, Grapefruit, Orange, and Pineapple



If a juice does not scan as WIC-allowed, it might be:

In the wrong size container

Not high enough in Vitamin C

A blend of juices

## Non-Refrigerated Juice

### 64 oz only

#### WIC-allowed brands include:



**Campbell's**  
100% Tomato  
100% Tomato  
Low Sodium



**Indian Summer**  
Premium  
Apple



**Juicy Juice**  
100% Apple  
No other  
flavor



**Langers**  
Orange, Apple,  
Grape, Red Grape,  
White Grape,  
Grapefruit, Pineapple,  
Tomato, Vegetable,  
Vegetable Low Sodium



**Libby's**  
Pineapple



**Mott's**  
100% Apple  
No Mott's for  
Tots, Light, or  
Medleys



**Musselman's**  
100% Apple



**Old Orchard**  
100% Apple  
100% Grape  
100% White Grape  
100% Orange



**V8**  
100%  
Vegetable  
Original  
Low Sodium  
Spicy Hot



**Welch's**  
100% Grape  
100% Red Grape  
100% White  
Grape

## Store Brand Juice

#### WIC-allowed flavors include:

Orange, Grapefruit, Pineapple, Grape, Apple, Tomato, and Vegetable

# Canned Tuna · Salmon

## For Fully Breastfeeding Women



### 5 oz or larger

#### Any brand

- Light tuna in water
- Pink salmon in water
- Regular or low sodium
- Added vegetable broth OK

## **X** DO NOT BUY

- Tuna or salmon in oil
- Albacore/white tuna or red salmon
- Foil or lunch packs
- **Wild Planet** or other specialty brands



# Peanut Butter · Peas · Beans

## Peanut Butter



- 16 to 18 oz jar  
Any brand
- Creamy, crunchy, chunky
  - Natural or reduced sugar

### DO NOT BUY

- Organic
- Spreads (like *Jif Natural* and *Skippy Natural*) or reduced fat
- Added jellies, chocolate, or honey
- Other nut butters
- Refrigerated

## Dry Peas & Beans



- 16 oz package  
Any brand
- Any variety
  - Plain prepackaged

### DO NOT BUY

- Organic or bulk
- Soup mixes, seasonings, or other added ingredients

## Canned Beans



- 15 to 16 oz cans  
Any brand
- Regular or low sodium
  - Any variety including kidney, pinto, black, navy, red, garbanzo, lima, Great Northern, and black-eyed peas

### DO NOT BUY

- Organic
- Beans with added fats, oils, or meats
- Baked beans, pork & beans, chili beans, refried beans
- Green, yellow, or wax beans



For **each can** of canned beans you buy, **.25 containers** will be removed from your balance:

			
1 CAN	2 CANS	3 CANS	4 CANS
=	=	=	=
.25	.50	.75	1
CONTAINERS	CONTAINERS	CONTAINERS	CONTAINER

# Infant Foods

## Fruits Vegetables

4 oz tubs or jars

- Any variety plain fruit and vegetable
- Mixtures of vegetables/ fruits OK

### DO NOT BUY

- Dinners
- Added sugar, salt, or DHA
- Squeeze pouches
- Yogurt blends
- 2-packs of 2 oz tubs

WIC-allowed brands include:



Beech-Nut



Beech-Nut  
Naturals



Beech-Nut  
Organic



Earth's Best  
Organic



Gerber  
2-Packs of 4 oz



Gerber  
Natural



Gerber  
Organic



Happy Baby  
Organic



Parent's  
Choice



Parent's  
Choice  
2-Packs of 4 oz



Tippy Toes  
2-Packs of 4 oz



Tippy Toes  
Organic



Wild Harvest  
Organic



1  
2-PACK 4 oz TUBS



=



2  
4 oz JARS

## Cereal

8 or 16 oz package

### DO NOT BUY

- Organic
- Cereal with added fruit, yogurt, formula, DHA, or other additives

WIC-allowed brand includes:



Gerber  
Plain Rice  
Oatmeal  
Whole Wheat  
Multigrain

## Meat

For Fully Breastfed Infants

2.5 oz only

- Any variety meat or poultry as a single ingredient
- Added broth or gravy OK

### DO NOT BUY

- Dinners
- Added sugar, salt, or DHA

WIC-allowed brands include:



Beech-Nut



Earth's Best  
Organic



Gerber