Shopping Guide
EFFECTIVE 2023
USING YOUR WIC CARD

- Set up your 4-DIGIT PIN by calling 1-833-566-5248.
- REGISTER your WIC Card in the My 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 My Minnesota WIC App store locator.
- Check your food Account Balance and EXPIRATION dates using one of these ways:
  - My 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 MY 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:

<table>
<thead>
<tr>
<th>PACKAGE SIZES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>oz = ounce</td>
<td>lb = pound = 16 oz</td>
<td></td>
</tr>
<tr>
<td>doz = dozen</td>
<td>qt = quart = 32 oz</td>
<td></td>
</tr>
<tr>
<td>con = container</td>
<td>1/2 gal = half gallon = 64 oz</td>
<td></td>
</tr>
<tr>
<td>pkg = package</td>
<td>gal = gallon = 128 oz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 gal = 2 half gallons</td>
<td></td>
</tr>
</tbody>
</table>

MINNESOTA WIC PROGRAM

www.health.state.mn.us/wic
## 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**.

### Receipt Example

**Rick’s Grocery Store**

```
01/21/2022 15:10:39

**eWIC Beginning Balance**

<table>
<thead>
<tr>
<th>QTY</th>
<th>UOM</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.00 LB</td>
<td>Cheese</td>
<td></td>
</tr>
<tr>
<td>36.00 OZ</td>
<td>Breakfast Cereal</td>
<td></td>
</tr>
<tr>
<td>1.00 CON</td>
<td>Peanut Butter/Peas/Beans</td>
<td></td>
</tr>
<tr>
<td>1.00 CON</td>
<td>Whole Grain Item (pkg)</td>
<td></td>
</tr>
<tr>
<td>$9.00</td>
<td>$$$</td>
<td>Fresh or Froz Frt/Veg</td>
</tr>
<tr>
<td>2.00 GAL</td>
<td>Skim or 1% Milk</td>
<td></td>
</tr>
</tbody>
</table>

These benefits expire at Midnight on 01/21/2022
```

### eWIC Benefits Redemption

```
0.25 CON | Peanut Butter/Peas/Beans |
4.99 $$$  | Fresh Frt/Veg ($)
1.50 $$$  | Fresh Frt/Veg ($)
ORG RAINBW BBY CARRT
```

Thanks for Shopping at

**Rick’s Grocery Store**

123 West Main St
Anytown, MN 48453

*Receipts differ between stores.*

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## Minnesota WIC-Allowed Food Brands

Not all WIC-allowed food brands are listed in this Shopping Guide. Use your [My Minnesota WIC App](#) to check if a food is allowed and available in your food benefits.
HOW TO REGISTER
You can register multiple devices. If you get a new phone, you will need to re-register.

1. Select Register
2. Tap on Register
3. Enter the WIC Household ID (written on the back of the card), Last 10 Digits of the card, 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 in both the Benefits and Food Finder screens.

HOW TO USE THE APP
This App may not work if WiFi or cell service is limited.

BENEFITS
Your Account 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

FOOD FINDER
Use the Food Finder to check if the food is WIC-allowed and included in your benefits.

1. Select Food Finder
2. Select Scan UPC OR Enter UPC
3. Scan UPC barcode on package OR Enter entire UPC
4. You will receive one of the following Messages:
   - GREEN: WIC-allowed and you have enough in your food benefits
   - ORANGE: WIC-allowed BUT not enough left in your food benefits
   - RED-ORANGE: WIC-allowed BUT item is not in your food benefits
   - RED: NOT WIC-allowed
   - YELLOW: WIC-allowed BUT check your fruit and vegetable balance
   - GREEN: WIC-allowed BUT included in current benefits.
   - ORANGE: WIC-allowed BUT not enough left in your food benefits
   - YELLOW: WIC-allowed BUT check your fruit and vegetable balance

MESSAGES
1. Select Messages
2. Be notified about expiring Food Benefits
3. Be notified about upcoming and missed WIC Appointments
Fruits • Vegetables

**FRESH**
- Any variety
- 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
- Spices or herbs like parsley, cilantro, and basil
- Dried fruit and vegetables
- Decorative fruit and vegetables

**DO NOT USE** the FOOD FINDER for fresh fruits and vegetables.

**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
- Organic is allowed
- 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

**TIP**

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 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)

Whole grains are only allowed in 16 oz packages.
Look for 1 lb (pound) or 16 oz sizes.
Tortillas WHOLE GRAIN ITEM

16 oz package (1 lb)

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**
- Whole Wheat

**Frescados Whole Wheat**
- Whole Wheat

**Great Value Whole Wheat**
- Whole Wheat

**Hy-Vee Whole Wheat**
- Whole Wheat

**La Banderita Whole Wheat**
- Whole Wheat

**Market Pantry Whole Wheat**
- Whole Wheat

**Mission Whole Wheat**
- Whole Wheat

**Our Family Whole Wheat**
- 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**
- White Corn

**Frescados Corn**
- Corn

**Hy-Vee White Corn**
- White Corn

**La Banderita Corn**
- Corn

**La Burrita Corn**
- Corn

**La Perla Corn**
- Corn

**Los Maizales Corn**
- Corn

**Mission Extra Thin Yellow Corn**
- Yellow Corn

**Our Family White Corn**
- White Corn

**Pasta WHOLE GRAIN ITEM**

16 oz package (1 lb)

100% whole wheat

Any brand

- Any shape OK

**DO NOT BUY**

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

Pasta made from rice, quinoa, flax, corn, or vegetables
**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

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**Soy Beverages**

WIC-allowed brands include:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>8th Continent</td>
<td>Original</td>
</tr>
<tr>
<td></td>
<td>Refrigerated</td>
</tr>
<tr>
<td></td>
<td>Half Gallons</td>
</tr>
<tr>
<td>Great Value</td>
<td>Original</td>
</tr>
<tr>
<td></td>
<td>Refrigerated</td>
</tr>
<tr>
<td></td>
<td>Half Gallons</td>
</tr>
<tr>
<td>Pacific Foods</td>
<td>Ultra Soy</td>
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<tr>
<td></td>
<td>Plain</td>
</tr>
<tr>
<td></td>
<td>Shelf-stable</td>
</tr>
<tr>
<td>Silk</td>
<td>Original</td>
</tr>
<tr>
<td></td>
<td>Refrigerated</td>
</tr>
<tr>
<td></td>
<td>Half Gallons</td>
</tr>
<tr>
<td></td>
<td>Twin Packs</td>
</tr>
<tr>
<td></td>
<td>OK</td>
</tr>
<tr>
<td>Silk</td>
<td>Original</td>
</tr>
<tr>
<td></td>
<td>Shelf-stable</td>
</tr>
<tr>
<td></td>
<td>Quarts</td>
</tr>
</tbody>
</table>

**DO NOT BUY**
  - Organic
  - Flavored soy beverages
  - Light or fat-free

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**Tofu**

12 to 16 oz package
  - Organic OK
  - Unflavored plain, any texture
  - Refrigerated or shelf-stable

WIC-allowed brands include:
- Azumaya
- Franklin Farms
- House
- MinnTofu
- Mori-nu
- Nasoya
- Wildwood

**DO NOT BUY**
  - Added fats, sugars, oils, sodium, or seasonings
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

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
• Plain, white chicken eggs

DO NOT BUY
• Organic, pasteurized, or fertile eggs
• Brown eggs
• Eggland's Best or other specialty eggs
Cereals

12 oz package or larger size

- High in folic acid
- Whole grain
- Whole grain with 5+ grams of fiber
- Gluten free

WIC-allowed brands include:

**Cold Cereal**
- Cheerios
- Multi Grain Cheerios
- Kix Honey
- Kix Berry Berry
- Total Whole Grain
- Wheaties
- Wheat Chex
- Corn Chex
- Rice Chex
- Grape-Nuts
- Honey Bunches of Oats
  - Vanilla
  - With Almonds
  - Cinnamon Bunches
  - Honey Roasted
- Great Grains Banana Nut Crunch
- Frosted Mini Wheats
  - Original
- Corn Flakes
- Crispix
- Rice Krispies
- Special K
- Oatmeal Squares
  - Brown Sugar
- Oatmeal Squares
  - Cinnamon
- Life
- Mini Spooners
  - Plan Frosted
  - Strawberry Cream
- Mini Spooners
  - Malt-O-Meal
  - Only
- Crispy Rice
  - Malt-O-Meal
  - Only

12 oz package or larger size

- High in folic acid
- Whole grain
- Whole grain with 5+ grams of fiber
- Gluten free
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.

**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)

DO NOT BUY
- Organic
- Fruit juice blends
- Juice cocktails, drinks, or juices with added sugar
- Added artificial sweeteners like sucralose
- Fresh squeezed juices

64 oz only size WIC-allowed
Any brand
- Half (½) gallons only
- Orange 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

**Store Brand Juice**

**WIC-allowed flavors include:**

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

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**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

**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

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FOR EACH CAN OF CANNED BEANS YOU BUY, .25 CONTAINERS WILL BE REMOVED FROM YOUR BALANCE:

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

**Fruits and Vegetables**

4 oz tubs or jars
- Any variety plain fruit and vegetable
- Mixtures of vegetables/fruits OK

<table>
<thead>
<tr>
<th>WIC-allowed brands include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beech-Nut</td>
</tr>
<tr>
<td>Beech-Nut Organic</td>
</tr>
<tr>
<td>Beech-Nut Naturals</td>
</tr>
<tr>
<td>Earth’s Best Organic</td>
</tr>
<tr>
<td>Gerber 2-Packs of 4 oz</td>
</tr>
<tr>
<td>Gerber Natural</td>
</tr>
<tr>
<td>Gerber Organic</td>
</tr>
<tr>
<td>Happy Baby Organic</td>
</tr>
<tr>
<td>Parent’s Choice</td>
</tr>
<tr>
<td>Parent’s Choice 2-Packs of 4 oz</td>
</tr>
<tr>
<td>Tippy Toes 2-Packs of 4 oz</td>
</tr>
<tr>
<td>Tippy Toes Organic</td>
</tr>
<tr>
<td>Wild Harvest</td>
</tr>
</tbody>
</table>

**DO NOT BUY**
- Dinners
- Added sugar, salt, or DHA
- Squeeze pouches
- Yogurt blends
- 2-packs of 2 oz tubs

#### TIP

1 2-PACK 4 oz TUBS = 2 4 oz JARS

**Cereal**

8 or 16 oz package

<table>
<thead>
<tr>
<th>WIC-allowed brands include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beech-Nut Corn Oatmeal</td>
</tr>
<tr>
<td>Gerber Plain Rice Oatmeal</td>
</tr>
<tr>
<td>Gerber Whole Wheat Multigrain</td>
</tr>
</tbody>
</table>

**DO NOT BUY**
- Organic
- Cereal with added fruit, yogurt, formula, DHA, or other additives

**Meat**

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

<table>
<thead>
<tr>
<th>WIC-allowed brands include:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beech-Nut</td>
</tr>
<tr>
<td>Earth’s Best Organic</td>
</tr>
<tr>
<td>Gerber</td>
</tr>
</tbody>
</table>

**DO NOT BUY**
- Dinners
- Added sugar, salt, or DHA

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For Fully Breastfed Infants

**TIP**

1 2-PACK 4 oz TUBS = 2 4 oz JARS

- Tippy Toes Organic
- Wild Harvest
- Earth’s Best Organic

**WIC-allowed brands include:**

- Tippy Toes
- Wild Harvest
- Earth’s Best
- Parent’s Choice
- Parent’s Choice 2-Packs of 4 oz
- Tippy Toes 2-Packs of 4 oz

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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

This institution is an equal opportunity provider.

04/23