



# 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 *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.

RICK'S GROCERY STORE

\*\*\*\*\*

eWIC Beginning Balance

PAN:\*\*\*\*\*5133 STATE: MN

\*\*\*\*\*

QTY	UOM	DESCRIPTION
1.00	LB	Cheese
36.00	OZ	Breakfast Cereal
1.00	CON	Peanut Butter/Peas/Beans
1.00		Whole Grain Item (pkg)
\$9.00	\$\$\$	Fresh or Froz Frt/Veg
2.00	GAL	Skim or 1% Milk

\*\*\*\*\*

These benefits expire at MIDNIGHT on  
**01/21/2022**

\*\*\*\*\*

eWIC Benefits Redemption

0.25	CON	Peanut Butter/Peas/Beans
EE DK RD KIDNEY BNS		
4.99	\$\$\$	Fresh Frt/Veg (\$)
CLEMENTINE 3 BAG		
1.50	\$\$\$	Fresh Frt/Veg (\$)
ORG RAINBW BBY CARRT		

\*\*\*\*\*

CASHIER SMITH, JOHN A

STORE: 00000 REGISTER: 000 CASHIER: 1234

TICKET #: 1234 09JAN2022 15:10:39

Thanks for Shopping at

**RICK'S GROCERY STORE**

123 West Main St

Anytown, MN 40453

Receipts differ between stores.

- 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!)

## 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.

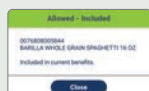
**1** Select **Scan UPC OR Enter UPC**

**2** Scan UPC barcode on package **OR** Enter entire UPC

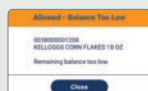
**3** You will receive one of the following **Messages\***:



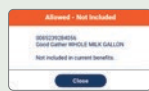
\* If there are more than one registered households, the Food Finder Messages will be based on the account selected.



**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:

**DO NOT BUY**

- Organic
- Rolls, buns, pita bread



**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

## 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



**Frescodos**  
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**  
White Corn



**Fareway**  
White Corn



**Food Club**  
White Corn



**Frescodos**  
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 OPTIONS – You can buy any combination

- Milk
- Soy Beverage
- Powdered
- Lactose-free Milk
- Evaporated
- Goat Milk

### Milk

#### Any brand

- Pasteurized

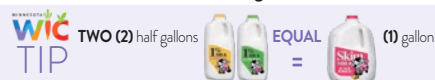
Buy the exact milk listed on your WIC benefits.



Gallons or half gallons

Lactose Free

Half gallons (64 oz) or 96 oz



#### DO NOT BUY

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

### Soy Beverage

Refrigerated. Original – Plain only.

Half gallons. Twin Packs okay.

Allowed brands include:



8th  
Continent

Great  
Value

Silk

Better  
Goods

#### Shelf stable soy beverage:

- Silk Original, Plain, quarts
- Pacific Foods Ultra Soy, quarts

#### DO NOT BUY

- Organic
- Light or fat free soy beverage

### Evaporated and Powdered Milk



12 oz can

9.6 oz (3 quarts)  
25.6 oz (8 quarts)  
64 oz (20 quarts)

#### DO NOT BUY

- Organic
- Peak powdered or evaporated milk

**Evaporated Milk Tip:** For each can of evaporated milk you buy, .18 gallon will be deducted from your benefit.

If your benefit shows this amount:	You can buy this:
1 gallon	5 cans
2 gallons	11 cans
3 gallons	16 cans
4 gallons	22 cans

### Goat Milk

Allowed brands include:

- Poplar Hill quarts
- Meyenberg refrigerated quarts or half gallons
- Meyenberg evaporated 12 oz cans

### Tofu\*



12 to 16 oz package

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

WIC-allowed brands include:

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

#### DO NOT BUY

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

#### WIC Tip:

- \* Tell WIC staff if you want this option.
- \* Tofu must be listed on your benefit.

## 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
- White or brown eggs
- Cage free eggs OK

#### DO NOT BUY

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

# Cereals

Scan UPC in the MN WIC App to see if the cereal is WIC allowed.


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

75% of WIC cereals are whole grain.

WIC-allowed brands include:


**Cold Cereal**

12 oz package or larger size




**Cheerios**

**GF**




**Multi Grain Cheerios**

**FA GF**




**Cheerios Veggie Blends Apple Strawberry**

**FA GF**




**Cheerios Veggie Blends Blueberry Banana**

**FA GF**




**Total Whole Grain**

**FA**




**Wheaties**




**Wheat Chex**

**5+**




**Corn Chex**

**GF**




**Rice Chex**

**GF**




**Life**

**FA**




**Oatmeal Squares Brown Sugar**


**5+**




**Corn Flakes**



**Crispix**




**Rice Krispies**




**Special K**

**FA**




**Complete Bran**

**5+**




**Grape-Nuts**

**FA 5+**




**Post Bran Flakes**

**FA 5+**




**Mini Spooners Plain Frosted**

**FA 5+**




**Mini Spooners Strawberry Cream**

**FA 5+**



**Crispy Rice Malt-O-Meal Only**


**FA GF**



**Frosted Mini Wheats**

Original  
Little Bites  
Cocoa  
Strawberry  
Blueberry Muffin


**FA 5+**



**Great Grains**

Banana Nut Crunch  
Cranberry Almond Crunch  
Crunchy Pecan  
Raisin Date Pecan  
Red Berry Almond Crunch

**FA**



**Honey Bunches of Oats**

Cinnamon Bunches  
Honey Roasted  
Maple & Pecans  
Vanilla  
With Almonds

**FA**

## Hot Cereal

9.8 oz or larger



**COCO Wheats**

**FA**



**Quaker Oatmeal Individual Packets Original Flavor**



**Quaker Instant Grits Individual Packets Original Flavor**



**Malt-O-Meal Original**

**FA**



**Malt-O-Meal Chocolate**

**FA**



**Cream of Wheat Original**



**Cream of Wheat Whole Grain**



**Cream of Rice**

**GF**

## Store Brand Cereal

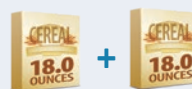
WIC-allowed varieties include:

- Bran Flakes
- Corn Flakes
- Corn Squares
- Rice Squares
- Instant Oatmeal Packets
- Bite Size Frosted
- Shredded Wheat
- Bite Size Frosted Shredded
- Wheat - Strawberry
- Crispy Rice / Rice Crisps
- Toasted Oats / Tasteos

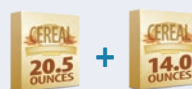


Use this guide to get the most cereal.

**36.0 OUNCES**



**34.5 OUNCES**



**35.8 OUNCES**



**HOT CEREAL**

## 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

## 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

## 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

### DO NOT BUY

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



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



# 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 CONTAINERS	.50 CONTAINERS	.75 CONTAINERS	1 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





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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6/2025