




New WIC food options coming Jan. 12, 2026

Shopping Tips:

- Look for 100% **Whole Wheat** breads.
- Use the WIC app to scan items to see if they are WIC allowed.
- Whole Grains will change from pounds to ounces to allow purchase of more package sizes.
- Look for 16 oz sizes to get the most from benefits.
- The amount participants receive is the same.

Food Type	Brands (*see brands listed on page 3)
Quick, Gluten Free, Old Fashioned Oats New brands, more sizes	     
Brown Basmati, Brown Jasmine, Wild Rice and Minute Brown Rice New brands, more sizes	     
100% Whole Wheat Bread New brands, larger sizes	     
100% Whole Wheat Bagels New Item	 
100% Whole Wheat English Muffins New Item	 
100% Whole Wheat Brownberry Sandwich Thins, Hot Dog Buns New Item	 

NEW WIC FOODS JANUARY 2026

Food Type	Brands (*see brands listed on page 3)	
100% Whole Wheat Hamburger Buns New Item		
100% Whole Wheat Great Harvest Rolls New Item		
100% Whole Grain Canyon Bakehouse Gluten Free Breads New Item	Ancient Grains Mountain White Sourdough-Style Plain Bagels Everything Bagels Deli White Bagels Honey Whole Grain Bagels Cinnamon Raisin Sweet Rolls Sub Rolls	English Muffins Brioche Dinner Rolls and Buns Burger Buns 7-grain Hawaiian Sweet Bread Country White Multigrain Heritage Style Honey White Heritage Style Whole Grain
White Corn Tortillas Larger sizes		
Yellow Corn Tortillas Larger sizes		
Blue Corn Tortillas New Item		
Light Tuna Pouches New item and more sizes		
SunButter New item, includes original, creamy, crunchy and no sugar added		

Foods Added to WIC Approved Product Listing (APL)

**New items are added to the APL as they are identified.*

Food Type	Brands
Quick Oats	Always Save, Best Choice, Great Value
Gluten Free Oats	Quaker Gluten Free
Old Fashioned Oats	Food Cub, Good & Gather, Great Value, Bob's Red Mill
Brown Rice	Best Choice, Good & Gather, Great Value, Riceland, Three Ladies, Tsuru Mai, Uncle Bens, Mahatma, Minute
Brown Basmati	Lundberg Sustainable, Sadaf
Wild Rice	Brink Farms, Canoe, Fall River, Gourmet House, HyVee Ruby, KC's Best, Kowalski's, L & B Canadian, Lunds & Byerlys, Reese
Brown Jasmine Rice	Golden Crown, Golden Star
Whole Wheat Bread	Brownberry, Country Hearth, Great Harvest, HyVee, Pepperidge Farm, SaraLee
Whole Wheat Bagels	HyVee, Thomas
Whole Wheat English Muffins	Country Hearth, Thomas
Whole Wheat Sandwich Thins, Hot Dog Buns	Brownberry (Sandwich Thins and Hot Dog Buns)
Whole Wheat Hamburger Buns	Brownberry, Village Hearth
Whole Wheat Rolls	Great Harvest
Whole Grain Gluten Free Breads	Canyon Bakehouse (Sub rolls, Sweet rolls)
White Corn Tortillas	Great Value, Mission
Yellow Corn Tortillas	La Perla, Mission, La Banderita
Blue Corn Tortillas	La Perla
Light Tuna Pouches	Great Value, Starkist, HyVee, Bumble Bee, Our Family, Chicken of the Sea, Good & Gather, Essential Everyday
SunButter	SunButter (Original, Creamy, Crunchy, No Sugar Added)

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