

Instructions for Using the Fillable WIC Brochure

The fillable WIC brochure is intended to provide WIC customers with information about which brands of milk, juice, cheese, whole grains and dried beans, peas & lentils are your store's declared least expensive brands. Additionally, it provides specific information about which brands of cereal and canned beans are stocked in your store. Printing the completed brochure and distributing it to WIC customers shows them that your store cares and is working to provide the tools they need to make more informed choices and a better shopping experience.

This brochure has been saved as a pdf file and can be neatly filled out by:

- clicking mouse in the appropriate checkbox to designate an available brand
- placing the cursor in text field and clicking to enter the specific name of brand stocked
- leaving field blank or entering N/A if store does not stock a brand in any category
- saving a copy of form to computer desktop, when complete, and printing copies from that form
- making changes to previously saved form when brands stocked change, then re-saving and reprinting

Please note: The food categories which have a pink WIC Approved icon next to them are Least Expensive Brand (LEB) items and must be labeled on the shelf with pink "WIC Approved Item" shelf tags available from the state. Failure to do so may result in sanctions per WIC Policy WV:01.0.