

## Memorandum

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#12-121

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** November 26, 2012

**SUBJECT:** Kellogg's Mini-Wheats Cereals

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The Kellogg's company is making changes to the packaging of their Mini-Wheats varieties. The term "bite size" is being removed to eliminate consumer confusion with their different varieties. The look of the package is the same; however, you may receive questions from WIC participants. The two WIC approved cereals are: *Frosted Mini-Wheats* which is approved until September 30, 2013 and *Mini-Wheats Unfrosted* which is approved until December 31, 2012.

### Old Product



### New Product



This memo is also a reminder about the voluntary recall of select packages listed below of these two cereals that was sent in an email to WIC Directors October 12, 2012. Please share this information with your participants.

If you have any questions, please contact Paula Kanter, Clinical Nutrition Specialist, at 512-341-4574 or [paula.kanter@dshs.state.tx.us](mailto:paula.kanter@dshs.state.tx.us).

### **Voluntary Recall of Select Packages of Kellogg's Mini Wheats**

#### Kellogg's Frosted Mini-Wheats Bite Size Original Cereal

- UPC 3800031829 - 18-ounce carton - WIC Approved  
Better if Used Before Dates between APR 01 2013 KB - SEP 21 2013 KB
- UPC 3800073444 - 18-ounce carton  
Better if Used Before Dates between APR 01 2013 KB - SEP 21 2013 KB
- UPC 3800031834 - 24-ounce carton  
Better if Used Before Dates between APR 01 2013 KB - SEP 21 2013 KB
- UPC 3800046954 - 30-ounce carton  
Better if Used Before Dates between APR 01 2013 KB - SEP 21 2013 KB
- UPC 3800031921 - 70-ounce club store carton  
Better if Used Before Dates APR 01 2013 KB - JUL 29 2013 KB
- UPC 3800004961 - single-serve bowl  
Better if Used Before Dates between 04013 KB - 09213 KB
- UPC 3800021993 - single-serve carton  
Better if Used Before Dates between AP 04013 - AP 09213 or FK 04013 - FK 09213

#### Kellogg's Mini-Wheats Unfrosted Bite Size Cereal

- UPC 3800035982 - 18-ounce carton - WIC Approved until December 2012  
Better if Used Before Dates between APR 01 2013 KB - SEP 21 2013 KB
- UPC 3800021983 - single serve carton  
Better if Used Before Dates between FK 04013 - FK 09213

WIC participants with affected product or who have questions should contact us using the "Contact Us" feature on [Kelloggs.com](http://www.kelloggs.com) ([http://www.kelloggs.com/en\\_US/home.html](http://www.kelloggs.com/en_US/home.html)) or call 800-962-1413 from 8:00 a.m. to 6:00 p.m. Eastern Time, Monday – Friday. This information is also found on the [U.S Food and Drug Administration](http://www.fda.gov/Safety/Recalls/ucm323202.htm?source=govdelivery) website at <http://www.fda.gov/Safety/Recalls/ucm323202.htm?source=govdelivery>.