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To: Manufacturers, Distributors & Vendors

From: Prateek Srivastava, Executive Director, NJ WIC Services *PS*

Date: April 24, 2024

Reply to Attention of : NJWIC #024-022

Subject : **Newly Approved Products to the NJ WIC Food List April 2024**

The New Jersey WIC Program is sharing a list of newly approved food products to the NJ WIC Food List that have been added in the past quarter as a result of the ongoing Approved Product List (APL) submission process. The attached spreadsheet displays new item details (UPCs, descriptions, sizes, add date, etc.) for items that have been added in the past quarter.

Please note: Items that have been added for food categories with criteria of “any brand allowed” are not on this list. This list displays new brands, flavors, varieties only for categories that specify these criteria.

These newly approved items are reflected on the **digital versions** of the NJ WIC Food & Program Guide and Food List for Vendors as of April 22, 2024. This list will also be posted to our website and WICShopper app.

NJ WIC will continue to accept new food item submissions on an ongoing basis and our digital guides will continue to be updated on a quarterly basis. Notification of newly approved products will be sent quarterly and posted to our website.

For APL submissions of new items only (already approved items should not be resubmitted), please use the updated form on our website <https://www.nj.gov/health/fhs/wic/vendors/trainingandresources/> . The newly approved item list will also be posted on this page.

To view the digital guides, please visit the links below:

NJ WIC Food & Program Guide <https://newjersey.wicresources.org/food-and-program-guide-for-participants/>

Vendor Food List - <https://newjersey.wicresources.org/food-list-for-vendors/>

If you have any further questions, please email NJWICFoodList@doh.nj.gov.

Attachment