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GAVIN NEWSOM
Governor

September 22, 2020

VENDOR ALERT 2020 – 08

TO: ALL WIC VENDORS

SUBJECT: DISCONTINUANCE OF DANNON STRAWBERRY WHOLE MILK YOGURT, 32 OUNCE

Purpose

The California Department of Public Health, Women, Infants and Children Division (CDPH/WIC) is notifying all WIC authorized vendors that Dannon Strawberry Whole Milk Yogurt, 32 ounce, UPC 036632007896 was deactivated in the Authorized Product List (APL) on September 1, 2020.

Background

Production of Dannon Strawberry Whole Milk Yogurt, 32 ounce was discontinued earlier this year. As of July 28, 2020, the product was no longer available or had very limited availability in stores.

Dannon Strawberry Whole Milk Yogurt, 32 ounce, UPC 036632007896 was deactivated in the Authorized Product List (APL) on September 1, 2020, and the WIC App has been updated.

Action for Vendors

Please share this information with your staff. You may strike out “Strawberry (Whole)” under the Dannon logo in the yogurt section of the paper Shopping Guide.

Questions

If you have any questions, contact your WIC Vendor Consultant or call toll free (855) WIC-STOR or (855) 942-7867. You may also contact the WIC Vendor Management Branch by email at WICVENDORINFO@cdph.ca.gov.

Lantrel Stockton, Chief
Vendor Management Branch
Women, Infants, and Children (WIC) Division



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