UPC Change Basics

If you ever have a question about a UPC, check with manufacturers first.

Manufacturers generate UPC codes and can confirm any changes months before new codes are released to retailers.

Reasons for UPC Changes

Reasons For a New UPC:

Pre-Price: e.g. "40% Free"
Adding more food without increasing the price or putting the price on the package. This is often (not always) a temporary offer.

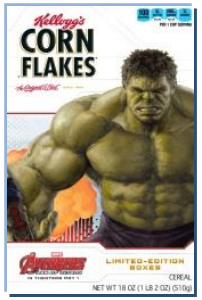
Size Changes
A change in the stated weight on the package which can be due to a different box size to better fit the grocery shelf/shipping pallet or a recipe change that changed the weight of the food.

Line Extensions
New flavor or form of a food.

Now with Strawberries!

UPCs Stay the Same For:

Package Refreshes
A temporary or permanent change or update to the packaging that has no affect on the food or stated weight.



Minimal Name Changes
A change to brand name descriptors (e.g. eliminating the term bite size from Mini-Wheats).

Minimal Recipe Changes
Recipe changes that have no effect on the stated weight and is not a line extension (e.g. adding folic acid).