

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

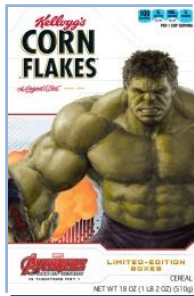
New flavor or form of a food.

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).

Thiamin	25%	30%
Riboflavin	25%	35%
Niacin	25%	25%
Yeast	25%	25%
Folic Acid	50%	50%
Vitamin B12	25%	35%

* Amounts are approximate. See total carbohydrate (16g sugars) and 4g protein.
 ** Percent Daily Values are based on a diet of other people's secret recipes. Your daily values may be higher or lower depending on your calorie needs:

Total Fat	Less than	65g	10g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium	Less than	3,600mg	3,600mg