

WIC Online Shopping at Hy-Vee

March 2024

Online shopping will be available beginning February 15, 2024 at the Brooklyn Park, Minnesota store, 9409 Zane Ave N, Brooklyn Park 55443. Once the online shopping project has been evaluated at the Brooklyn Park store, online shopping at other Hy-Vee stores in Minnesota may be available.

What you'll need before you start online shopping:

- Your WIC card
- Your date of birth and zip code
- A credit or debit card
- Your email address
- Your cell phone (if you want to receive texts about your order)

Create your account:

- Click “Log In” and “Create Account”
- Choose pick up or delivery, select your store, and click “Save this as My Hy-Vee”

Add Payment Methods:

- Add credit, debit, or gift cards to your Payment Methods
- Link your WIC card and choose Minnesota as your State
- Enter your WIC card number, birthdate and zip code, and click “Yes, Grant Access”

Start Shopping:

- Add foods to your cart – you may use the “WIC filter” to show only WIC allowed foods
- Make sure the foods marked “WIC eligible” are also available on your WIC card before purchase
- Select items that total at least \$24.95, the minimum for online shopping

Checkout:

- Your cart will show all foods being purchased, you may adjust amounts, if needed
- Reserve your time slot for pick up
- Your estimated total will show you what WIC WILL NOT be paying for- you may adjust the order and press “Continue” when the estimated total is what you expect

- Review and Payment will show the payment methods for your order. If there is an estimated total, that will be charged to your debit or credit card.
- Place your order – you will get an email and/or text confirming your order

IMPORTANT: This is a pilot project, and this is the first online ordering site for WIC in Minnesota; we want to help ensure that all orders go through smoothly. If you receive an error or the following message,

“Were sorry. Something went wrong while processing your WIC benefits, please contact your WIC clinic. If you want to checkout without WIC, please go back and turn off your WIC benefits.”

If you are having issues with your WIC online order; call your local WIC clinic or email the following information to health.wicvendor@state.mn.us

1. What type of device you used to place the order – mobile phone or computer
2. The email you used to place your Hy-Vee Aisles Online order
3. What foods you were trying to purchase

To see a list of FAQs or to find the contact information for Hy-Vee, if you need to contact them for any reason, visit <https://www.hy-vee.com/grocery/customer-service/frequently-asked-questions.aspx> or scan this QR code.



To answer a one-minute survey about online shopping, please scan this QR code.



This institution is an equal opportunity provider.