**Dollar General Enhances Efforts to Help Customers Stretch Budgets in the New Year 1/23/25**

*Retailer Recognizes National Private Brands Month, Highlights Digital Coupons & Value Valley as Additional Savings Opportunities*

[](https://mms.businesswire.com/media/20250123540343/en/2360563/5/DollarGeneral_CloverValley_PrivateBrandFood.jpg?download=1)

Clover Valley®, Dollar General's food and beverage private brand, is the retailer’s largest brand by sales and currently offers more than 600 items. (Photo: Dollar General)

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GOODLETTSVILLE, Tenn.--([BUSINESS WIRE](https://www.businesswire.com/))--As consumers seek even more ways to save on their weekly food and household essentials purchases, Dollar General (NYSE: DG) strives to fulfill that need by offering quality products shoppers expect at everyday low prices.

**DG Private Brands**

Dollar General retails more than 3,200 consumable private brand products backed by the Company’s 100% satisfaction guarantee. Dollar General’s [private brands](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fc%2Fdg-brands&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=private+brands&index=1&md5=75f0af33117ca2fb6cb867ee35fac50f) offer highly consumable national brand equivalent and alternative products including [Clover Valley](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fc%2Fdg-brands%2Fclover-valley&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=Clover+Valley&index=2&md5=ada0d39b168de5532b212c883af7f7b8)® food and beverages, [DG Health](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fc%2Fdg-brands%2Fdg-health&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=DG+Health&index=3&md5=d97768cf67054cc953271eaed7a8a371)™ over-the-counter medications, [TrueLiving](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fc%2Fdg-brands%2Ftrueliving&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=TrueLiving&index=4&md5=5925a96594e9095a435135d4e10ee796" \t "_blank)® and [Smart & Simple](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fc%2Fdg-brands%2Fsmart-simple&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=Smart+%26amp%3B+Simple&index=5&md5=ed83047579062feefb4a63687338ecd0)® paper and cleaning products, [Heartland Farms](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fc%2Fdg-brands%2Fheartland-farms&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=Heartland+Farms&index=6&md5=1f32378e99551d101320ad3b9a6f70f2)® pet food and treats, [Studio Selection](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fc%2Fdg-brands%2Fstudio-selection&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=Studio+Selection&index=7&md5=49399ece9d97a534d040e0ac132828d7)™ personal care products and more.

DG was recently [awarded](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fnewscenter.dollargeneral.com%2Fcompany-facts%2Fawards-and-recognition%2F&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=awarded&index=8&md5=f332bb8ab01eb94fcb16715a4dc2fcd0) a *Progressive Grocer* [Editors’ Pick](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fprogressivegrocer.com%2F2024-editors-picks&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=Editors%26%238217%3B+Pick&index=9&md5=f829b56ac03da5a1b2f6318e3ca39d07) for Clover Valley® [Lobster Bites](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fp%2Fclover-valley-frozen-lobster-bites-ct%2F75730305978&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=Lobster+Bites&index=10&md5=b22f85f603cd64dc01829d54375c9456), and *Private Label Manufacturers’ Association*[Salute to Excellence](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fplma.com%2Fabout_industry%2F2024-salute-excellence-awards&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=Salute+to+Excellence&index=11&md5=2355cb03adaf42f104f852daf85dff79) awards for Clover Valley® Vanilla Caramel Ice Cream Cones and TrueLiving® Heavy Duty Non-Stick Aluminum Foil.

“As shoppers seek value and quality, we continually listen to customer feedback to identify opportunity gaps,” said Emily Taylor, executive vice president and chief merchandising officer. “With more than half of our customers’ baskets having at least one private brand item, we are proud to make significant investments in our private brands, bringing even more on-trend products and pantry staples to shelves.”

**New for 2025**

Clover Valley® is the retailer’s largest brand by sales, achieving more than $2.3B in retail sales for fiscal 2023, eclipsing all other brands carried at DG. Clover Valley® currently offers more than 600 items. For Q1 2025, DG plans to add approximately 100 new private brand products, more than half of which will be under the Clover Valley® name. New items will include honey mustard, blue cheese and thousand island salad dressings, apple cinnamon fruit and grain bars, caramel and vanilla coffee enhancer syrups, 100% white grape peach juice, sugar-free breakfast syrup, cinnamon rolls, biscuits and eight flavors of ice cream.

“Our customers can’t afford to make a mistake when shopping. They need the value that our private brands offer, but with the assurance that the products will meet or exceed their quality expectations,” said Angela Martin, vice president of consumer insights and branding. “Customers don’t want to feel like they are settling.”

**Save Time. Save Money. Everyday.®**

Beyond DG’s everyday values, the Company last fall launched weekly deals on 2,000 or more products through digital coupons, cash back offers and instant savings, representing approximately 20-25% of the total products in store. The campaign educates shoppers on the DG app to surface the most savings through deal clipping capabilities and highlights DG’s brands through ‘*Switch to Save*’ callouts, providing customers with added opportunities to maximize their budget. Additionally, DG is highlighting its brands throughout *National Private Brands Month* with a [DG Brands flyer](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fdeals%2Fweekly-ads%2Fdg-brands-monthly-flyer%2F1074718%3Fflyer_run_id%3D1074718&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=DG+Brands+flyer&index=12&md5=ef7ebed8207f638c6822901b6f985874), email and social media.

Though the Company evolved from its single price-point roots decades ago, DG continues to serve shoppers by offering approximately 2,000 items at $1 or less. The *Value Valley*section of the store, where everything is [$1](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dollargeneral.com%2Fc%2Fon-sale%2Fdollar-deals&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=%241&index=13&md5=67145b787986b6958873f5a50822271d), features 250-300 products that regularly rotate including home cleaning, personal care, over-the-counter medications and more.

Download high-res images [here](https://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.dropbox.com%2Fscl%2Ffo%2Fjv5pnynmmvfavdhz8dx4i%2FAApVFvqQcYIyUQ85MB7MXeo%3Frlkey%3D5lnakwek6xccg1e2z88r5hivb%26st%3Dhlzl3k23%26dl%3D0&esheet=54188801&newsitemid=20250123540343&lan=en-US&anchor=here&index=14&md5=09a971d2c086790ad4d90c513139c04b).

**About Dollar General Corporation**

Dollar General Corporation (NYSE: DG) is proud to serve as America’s neighborhood general store. Founded in 1939, Dollar General lives its mission of Serving Others every day by providing access to affordable products and services for its customers, career opportunities for its employees, and literacy and education support for its hometown communities. As of November 1, 2024, the Company’s 20,523 Dollar General, DG Market, DGX and pOpshelf stores across the United States and Mi Súper Dollar General stores in Mexico provide everyday essentials including food, health and wellness products, cleaning and laundry supplies, self-care and beauty items, and seasonal décor from our high-quality private brands alongside many of the world’s most trusted brands such as Coca Cola, PepsiCo/Frito-Lay, General Mills, Hershey, J.M. Smucker, Kraft, Mars, Nestlé, Procter & Gamble and Unilever.

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<https://www.businesswire.com/news/home/20250123540343/en/Dollar-General-Enhances-Efforts-to-Help-Customers-Stretch-Budgets-in-the-New-Year>