

We Serve as America's Neighborhood General Store



Since 1939, we have lived our mission of **Serving Others** each day by providing affordable access to everyday essentials like food, health and wellness products, cleaning and laundry supplies, self-care and beauty items – as well as an assortment of offerings for the home, including seasonal décor, party and housewares.

With approximately 75 percent of the U.S. population living within five miles of a DG store, we help meet the needs of many communities.

[Explore](#) a DG store to see how we provide a customer-focused shopping experience in rural, suburban and metropolitan communities alike.



Never forget: It's not our customers' job to work to save money. It's our job to work to save them money."

Cal Turner, Sr.

Co-Founder and Former CEO of
Dollar General (1955-1977)



WE MEET THE EVOLVING NEEDS OF OUR CUSTOMERS

A lot has changed since we first pioneered the 'dollar store' format more than 70 years ago. With the Company's continued growth and business model enhancements, our product selection and store formats have continued to evolve to meet the changing needs of our customers. We bring new products to market that help drive value for our customers – from leading national brands like General Mills, Kraft, J.M. Smucker, Procter & Gamble and Unilever to celebrity partnerships such as our popular collections with Dolly Parton.

As a retailer who actively listens and responds to consumer feedback, we also continue to invest in our private brands, most of which offer a 100-percent satisfaction guarantee, striving to ensure each item is created with the needs of customers and their families top of mind and at an affordable price point.



Our private brands team is committed to providing on-trend, high-quality and affordable products that match customers' needs. As shopping trends and consumer behaviors evolve, we continue innovating to help customers find what they need while also stretching their budgets."

Emily Taylor
Chief Operating Officer



Clover Valley®: More than 600 everyday pantry staples and national brand alternatives



True Living™: Affordable home goods from furniture and décor to kitchen and bath essentials



Studio Selection™: Personal care items that cover head-to-toe needs for all ages



Heartland Farms® and Nature's Menu®: Quality, affordable pet foods - in a variety of flavors

WE SERVE SMALL BUSINESSES AND SUPPLIERS

DG's Small Business Development (SBD) program is designed to explore ways in which we can support the removal of barriers to entry for small businesses of all backgrounds who wish to partner with us. These benefits and opportunities are not reserved for, or aimed primarily at, any particular demographic.

As part of our SBD program, certified small businesses are provided, among other things, with the following opportunities:

- **Learning and development through our Small Business Development Academy;**
- **Resources to support product discovery;**
- **Services including funding, counseling and training via our strategic partnership with the U.S. Small Business Administration of Tennessee;**
- **Engagement events to bring small business owners and suppliers together with our teams, including our annual Strategic Partner Summit;**
- **Financial enablement programs including Citi® and Bridge; and Omnichannel marketing campaigns highlighting small business products and/or suppliers.**



Fresh WAY TO save

“We’re committed to breaking down barriers to affordable access, particularly in communities overlooked or underserved by others. Our passion for ensuring access to fresh food is the most genuine service we can offer.”

Allen Warch
Vice President,
Division Merchandise Manager, Food & Fresh



HOW WE PROVIDE ESSENTIALS FOR A HEALTHIER LIFESTYLE

At DG, our customers are at the center of everything we do, and we understand the important role we play in local communities. That’s why we’re committed to providing access to high-quality, affordable wellness products through DG Health.

The [DG® Health](#) brand offers a broad assortment of over-the-counter products including cough and cold, dental, nutritional, medical, health aids, feminine hygiene and more. DG also offers private brand wellness solutions, like OhGood!® gummy vitamins, that help make maintaining an everyday wellness routine and receiving daily nutrition easier and affordable.

Additionally, we developed the [DG Better For You](#), a program in partnership with registered dietitian Mary Alice Cain based on the USDA’s Dietary Guidelines. The program features on-shelf labeling to identify better-for-you options and [online recipes](#) using ingredients primarily sourced from DG stores.

HOW DG PUTS FOOD FIRST

We implemented a ‘Food First’ initiative, which included providing customers with more food products and fresh food, plus healthier options like fresh produce. We proudly offer a meaningful selection of fresh dairy, deli and frozen foods in most of our stores. Though not a grocer, DG offers fresh fruits and vegetables in greater than 7,000 locations* - more than any other mass retailer or grocer in the United States.

Communities across the U.S. regularly ask DG to provide more food options, particularly fresh produce, through new store openings and remodels.

PROVIDING ACCESS TO CONVENIENCE AND AFFORDABILITY

We also continue to evolve our digital offerings, including the DG app with digital coupons as well as Shopping List, which help customers track spending and stay in or within budget. myDG provides customers benefits and access to perks, including:

- Cash back and digital coupons
- Personalized offers
- Sneak peeks of new items and deals
- Bonus birthday savings

Services provided in partnership with DG include:

