Hain Celestial Expands Reach of Better-For-You Snacks to Dollar General

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Manufacturer's channel expansion unlocks new opportunities to reach a broader consumer base, enhance market presence

HOBOKEN, N.J., April 2, 2025 /PRNewswire/ -- Embracing its "first to mind, first to find" approach, The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading global health and wellness company whose purpose is to inspire healthier living through better-for-you brands, is increasing access to its snack offerings by making them available at Dollar General stores.



Hain's popular Garden Veggie Straws® in Sea Salt began appearing on shelves at Dollar General stores in late March, with the rollout to more than 20,000 neighborhood general stores nationwide expected to be complete later this month. This strategic move underscores Hain's mission to build purpose-driven brands that make healthier living more attainable by ensuring that better-for-you snacks are readily available to a broader consumer base, including those seeking value and convenience.

"We know consumers are seeking products that are better-for-you without sacrificing taste, convenience or affordability. Our Garden Veggie Straws® perfectly meet these needs, and we're excited to bring them to Dollar General stores nationwide," Hain Celestial Group Chief Customer Officer John Ozgopoyan said. "This channel expansion exemplifies our mission to making healthier living more accessible and convenient, and we're looking forward to the new opportunities it unlocks for us to reach and inspire even more consumers."

Hain aims for its portfolio of brands to be the first consumers think of for better-for-you products. This channel expansion supports the Grow and Build pillars of Hain Reimagined, the company's multiyear business strategy designed to drive sales in one of its key categories.

About The Hain Celestial Group
Hain Celestial Group is a leading health and wellness company whose purpose is to inspire healthier living for people, communities and the planet through better-for-you brands. For more than 30 years, Hain has intentionally focused on delivering nutrition and well-being that positively impacts today and tomorrow. Headquartered in Hoboken, N.J., Hain Celestial's products across snacks, baby/kids, beverages, meal preparation, and personal care, are marketed and sold in over 70 countries around the world. Our leading brands include Garden Veggie Snacks™, Terra® chips, Garden of Eatin'® snacks, Hartley's® jelly, Earth's Best® and Ella's Kitchen® baby and kids foods, Celestial Seasonings® teas, Joya® and Natumi® plant-based beverages, Greek Gods® yogurt, Cully & Sully®, Yorkshire Provender®, New Covent Garden® and Imagine® soups, Yves® and Linda McCartney's® (under license) meat-free, and Avalon Organics® personal care, among others. For more information, visit hain.com and LinkedIn.



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Christina Fecher, Christina.Fecher@hain.com