



Walgreens Boots Alliance

Walgreens Introduces Nice! For You to Help Customers Make Healthier Food and Beverage Choices

July 16, 2024

New Tier of the Popular Nice! Store Brand Features More than 150 Food and Beverage Options to Enhance the Front of Store Experience for Customers

DEERFIELD, Ill.--(BUSINESS WIRE)--Jul. 16, 2024-- Walgreens, the leading integrated independent retail pharmacy and healthcare provider, is launching *Nice! For You*, a new tier of its popular owned grocery brand, *Nice!*, to help customers find food choices that help support their journey to a healthier lifestyle. *Nice!* launched in 2011 and offers a range of everyday food and beverage products at an incredible value.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240716751357/en/>



Walgreens is launching Nice! For You to help customers find food choices that help support their journey to a healthier lifestyle (Photo: Business Wire)

While all *Nice!* products meet national brand standards of high-quality ingredients, *Nice! For You* products do not contain artificial flavors, artificial sweeteners, synthetic dyes or high-fructose corn syrup. Many *Nice! For You* options are also organic and gluten-free, which is visible on the packaging.

"According to recent research from [Statista](#), nearly half of all Americans are trying to make better food choices," said Tracey Brown, EVP, President, Chief Customer Officer at Walgreens. "The evolution of our *Nice!* brand is designed to offer an efficient, highly relevant customer experience that meets their changing needs and preferences, while maintaining our commitment to deliver high quality products that taste great at an incredible value."

The *Nice! For You!* portfolio, has more than 150 products with bold flavors including jerky, oatmeal, nuts and trail mixes, dried fruit, coffee, frozen food products, beverages, and dozens of grocery, pantry, and baking staples including a White Cheddar Cheese, Dried Cranberries, & Roasted Pistachios Snack Pack, Tart Cherry Juice, Apple Juice Boxes, and Organic Cold Pressed Red Boost Juice.

To explore these and the over 300 *Nice!* and *Nice! For You* products, visit a nearby Walgreens or [Walgreens.com](https://www.walgreens.com).

About Walgreens

Walgreens (www.walgreens.com) is included in the U.S. Retail Pharmacy and U.S. Healthcare segments of Walgreens Boots Alliance, Inc. (Nasdaq: WBA), an integrated healthcare, pharmacy and retail leader. True to its purpose of "more joyful lives through better health," Walgreens has a more than 120-year heritage of caring for communities and providing trusted pharmacy services, and today is playing a greater role as an independent partner of choice offering healthcare services that improve care, lower costs, and help patients. Operating nearly 9,000 retail locations across the U.S. and Puerto Rico, Walgreens is proud to serve nearly 9 million customers and patients daily. The company's pharmacists are playing a more critical role in healthcare than ever before, providing a wide range of pharmacy and healthcare services, including those that drive equitable access to care for some of the nation's most underserved populations. Walgreens offers customers and patients a true omnichannel experience, with fully integrated physical and digital platforms designed to deliver high-quality products and healthcare services. Within the U.S. Healthcare segment, Walgreens portfolio also includes businesses in primary care, multi-specialty, post-acute care, urgent care, specialty pharmacy services, population health and provider enablement.

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Kamara Turner
media@walgreens.com

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