



America's Favorite Couple Calls It Quits. PB & Who?

September 14, 2017

MaraNatha® Nut Butters Announces It's Too Good for Jelly in Shocking Split No One Saw Coming

LAKE SUCCESS, N.Y., Sept. 14, 2017 /PRNewswire/ -- MaraNatha®, one of America's largest producers of high-quality, natural and organic nut butters, announced it's ending a long-term relationship with Jelly. After countless sandwiches and delicious breakfasts together, MaraNatha® recognized the truth: Jelly was just holding it back, according to MaraNatha®.



"In a nutshell, Jelly is just not MaraNatha's jam anymore," said Leah Dunmore, Vice President of Marketing, Better-For-You Pantry at Hain Celestial. "Every jar of MaraNatha® almond and peanut butter is made with the highest quality nuts that are roasted in small batches to deliver superior taste. Why partner with Jelly when all you need is a spoonful of nut butter right out of the jar?" Although these sandwich sweeties often spent time together, people seem to be on Team MaraNatha®: according to a recent survey, where 40%* of respondents said they already eat nut butter spreads right out of the jar.

Just the latest in a string of recent celebrity break-ups, MaraNatha® knows the news is going to be tough to swallow for some: two in five people (39%*) feel sad when they hear of a celeb break-up, with 11%* saying that they lose hope in love. Maybe a spoonful of nut butter is exactly what they need? Most people say that indulging in their favorite foods brings them comfort after a break-up (23%*) – second only to spending more time with friends (36%*) and family (31%*).

Still, many people can likely empathize with MaraNatha®, as two in ten people (19%*) have broken off a relationship because they felt they were 'too good' for the other person with the top reasons being they were smarter (32%*), better looking (18%*), or funnier (16%*).

MaraNatha® specializes in diverse varieties of nut butters, including velvety almond butter and delicious peanut butter, all of which are too good for Jelly, including:

- Organic, No Stir, Raw, and No Sugar No Salt Added varieties of Almond Butter
- Organic, Banana, and No Sugar No Salt Added varieties of Peanut Butter

Made from the purest ingredients, with no trans fats, hydrogenated oils or preservatives, MaraNatha® nut butters are also Non-GMO Project Verified.

MaraNatha® is announcing its newly single status with the brand's first integrated marketing campaign. The "Too Good For Jelly" advertising

campaign launches today in selected markets across broadcast, cinema and digital properties, along with social, out-of-home and content partnerships. Consumers will also be able to experience MaraNatha® nut butters for themselves – and meet the inconsolable Jelly – at sampling events in select cities including Boston, Denver, and Nashville this fall.

###

*All survey results are from an omnibus survey that was conducted online with 1,107 people, nationally representative of all adults aged 18 and over. The survey was conducted by YouGov on August 28 - August 29, 2017 with a margin of error of +/- 3%.

MaraNatha®

MaraNatha®, founded in 1982, is one of America's largest producers of high-quality, natural and organic nut butters. Produced in an Ashland, Oregon facility under the watchful eye of dedicated employees, it prides itself on providing customers with products that taste great and respect the environment. MaraNatha® offers more than 20 different almond, peanut, and specialty butters in its diverse portfolio, which is sold at leading retailers nationwide and in Canada.

Hain Celestial

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe, Asia and the Middle East. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggie Cuisine®, Better Bean™ Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Yorkshire Provender™, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney's®, Lima®, Danival®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com



View original content with multimedia: <http://www.prnewswire.com/news-releases/americas-favorite-couple-calls-it-quits-pb--who-300519657.html>

SOURCE The Hain Celestial Group, Inc.

Naijia Huang, MaraNatha®, 516-587-5077, Naijia.Huang@hain.com; Jessica Frost, Interfuse Communications, +1 202 835 7297, Jessica.Frost@ketchum.com