



Linda McCartney Foods Launches Chilled Meat Free Foods Range In The United Kingdom

January 23, 2013

Animated Feature Features Re-Recorded Heart of the Country by Paul McCartney and Elvis Costello Narrative

MELVILLE, N.Y., Jan. 23, 2013 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading natural and organic products company providing consumers with A Healthy Way of Life™, today announced the launch of the Linda McCartney Foods new range of chilled meat free foods. The Linda McCartney Foods range goes beyond vegetarianism; the delicious dishes can be part of a meat-reducing diet available for vegetarians and meat-eaters alike. The new chilled range of products complements the existing line of frozen foods under the Linda McCartney® brand and is available in the United Kingdom from select retailers.

(Logo: <http://photos.prnewswire.com/prnh/20050324/NYTH131>)

Airing later this month as part of the #LoveLinda campaign, singer songwriter and vegetarian Elvis Costello has provided the voiceover to an animated track featuring the McCartney family in a fairy-tale world of musical fanfare that culminates with a woodland feast. The track also includes a re-worked version of *Heart of the Country*, produced by Mark Ronson, which was originally released by Paul and Linda McCartney. The animated feature was produced by Passion Pictures.

The McCartney family has long been a pioneering name at the heart of shaping the face of a meat free diet and vegetarianism, not only in the United Kingdom but across the world. Inspired by their mother Linda McCartney, the family has pledged to continue her legacy of driving awareness around the importance of meat reduction. The Meat Free Monday campaign has been pivotal in putting an international spotlight on vegetarianism.

The Hain Celestial Group, Inc.

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Cafe™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, Blueprint™, Ethnic Gourmet®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, GG UniqueFiber®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene® and Earth's Best TenderCare®. Hain Celestial has been providing "A Healthy Way of Life™" since 1993. For more information, visit www.hain-celestial.com.

SOURCE The Hain Celestial Group, Inc.

Mary Anthes, The Hain Celestial Group, Inc., +1-631-730-2200