



## **The Greek Gods® Brand Introduces Honey Salted Caramel To 24 Oz. Yogurt Lineup**

August 1, 2013

### **Experience the Indulgence with New Flavor from The Greek Gods® Greek-Style Yogurt**

LAKE SUCCESS, N.Y., Aug. 1, 2013 /PRNewswire/ -- Combining sweet flavors with a savory twist, The Greek Gods® brand has introduced Honey Salted Caramel Yogurt. Taste of honey and caramel along with a salty edge create a dreamy, creamy combination sure to become a new customer favorite. This new flavor will be available in their convenient 24 oz. family-sized yogurt lineup. Enjoy with fresh fruit, granola or great as a frosting for cupcakes or quick breads.

(Photo: <http://photos.prnewswire.com/prnh/20130801/NY56912>)

(Logo: <http://photos.prnewswire.com/prnh/20130502/NY067431.0GO>)

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"The Honey Salted Caramel is a fitting flavor extension and great complement to the creamy texture and rich taste of our yogurt. It is sure to become a fan favorite" said Basel Nassar, Chief Operating Officer of the Hain Refrigerated Foods Division.

The new item is the first to make its debut in the new packaging. The Greek Gods® Greek-Style Yogurt will have a new look, but same great taste! The new packaging will be making its way to shelves on all items later this year.

#### **The Greek Gods® Greek-Style Yogurt and Kefir**

The Greek Gods® Greek-Style Yogurt is a brand of The Hain Celestial Group, Inc., (NASDAQ: HAIN), a leading natural and organic products company in North America and Europe providing consumers with A Healthy Way of Life™. The Greek Gods® brand Greek-Style Yogurt and Kefir are gluten-free and contain live and active cultures. Plus, The Greek Gods® brand Greek-Style Yogurt and Kefir are made with milk from cows that are not treated with growth hormones\*.

Experience the Myth® with The Greek Gods® brand Greek-Style Yogurt full-flavored products available in 6-ounce individual packages and 24-ounce family packs including Plain and Non-Fat Plain, Fig, Honey, Pomegranate, Honey Vanilla, Honey Blueberry, Honey Orange, Honey Lemon, Honey Strawberry, Reduced Fat Vanilla, Cinnamon and Orange and Honey Salted Caramel. The Greek Gods® brand Kefir low fat cultured milk is available in 32-ounce bottles including Plain, Honey, Honey Vanilla and Honey Strawberry. For more information, visit [www.greekgodsyogurt.com](http://www.greekgodsyogurt.com).

\*NO SIGNIFICANT DIFFERENCE HAS BEEN SHOWN BETWEEN MILK DERIVED FROM rBST TREATED AND NON-rBST TREATED COWS.

#### **The Hain Celestial Group, Inc.**

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, 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®, Ella's Kitchen®, 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 Healthier Way of Life™ since 1993. For more information, visit [www.hain.com](http://www.hain.com).

SOURCE The Hain Celestial Group, Inc.

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