



Imagine® Soups Donates To Food Banks This Holiday Season

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Imagine® brand has launched the Imagine® No Empty Bowls online promotion campaign to help fight hunger.

LAKE SUCCESS, N.Y., Nov. 27, 2013 /PRNewswire/ -- It is estimated that every year more than 1 in 6 Americans struggles to put food on the table. A bowl of delicious Imagine® soup can help solve the problem. Now through December 9th, when a consumer shares an Imagine® brand Facebook post with friends and family, Imagine® brand will donate two bowls of soup to someone in need through our local charity partners (up to 20,000 bowls with a retail value of approximately \$30,000). Every share means one less empty bowl and one more step in the fight against hunger. The Imagine® brand Facebook page will show the number of bowls donated by our fans.

(Logo: <http://photos.prnewswire.com/prnh/20131126/NY24715LOGO>)

(Logo: <http://photos.prnewswire.com/prnh/20130502/NY06743LOGO>)

"The Imagine® Facebook community is very active with the brand—they learn more about our wholesome soups and broths and how to creatively use our products in recipes and family meals," said Donna Iannucci, Vice President, Marketing—Grocery at Hain Celestial. "We think this promotion is a wonderful way for our consumers to positively engage with our brand and allow them to take part in helping us donate 20,000 bowls of soup to those in need this holiday season."

The Imagine® brand offers health-conscious people a variety of natural creamy and chunky style soups, broths, cooking stocks and gravies in over 50 varieties, with no artificial flavors, colors, preservatives or genetically modified organisms (GMOs). The finest ingredients that nature has to offer are used, which results in extraordinarily delicious and nutritious products. Many of Imagine® soups, broths and gravies are Certified Organic and/or Non-GMO Project Verified, as well as dairy-free, low or light in sodium, kosher, vegetarian or vegan and gluten free. The quality ingredients and chef-inspired recipes Imagine® soups uses are why we say the Imagine® brand offers "Honest Ingredients, Inspired Taste™."

The Imagine® brand recently launched an updated website, where consumers can receive a downloadable coupon for any Imagine® product and see its best-selling favorites such as Imagine® Organic Creamy Butternut Squash Soup and Imagine® Organic Free Range Chicken Broth as well as new varieties such as Imagine® Chicken & Dumplings Soup. With the upcoming holidays, consumers are busy with meal planning and cooking, and Imagine® brand offers a variety of products to help create those inspired meals. Imagine® soups are available in natural foods stores as well as in the natural/organic section of grocery stores. For more information, visit imaginefoods.com or facebook.com/imaginesoups. From Imagine® brand and on behalf of our charity partners, we thank you for your support!

The Hain Celestial Group, Inc.

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural 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®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, Blueprint®, 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®, JASON®, Avalon Organics®, Alba Botanica® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

SOURCE The Hain Celestial Group, Inc.

Sharon Paguio, The Hain Celestial Group, Inc., 516.587.5146