



Hain Celestial Unveils Bearitos® Pita Chips

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New Natural, Non-GMO Project Verified Pita Chips Available Exclusively at Whole Foods Market®

LAKE SUCCESS, N.Y., Feb. 19, 2014 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN) a leading organic and natural products company providing consumers with A Healthier Way of Life™, today announced the availability of new Bearitos® Pita Chips, a crunchy, great-tasting and natural snack that sits proudly in the Bearitos® family of foods. Available exclusively at Whole Foods Market locations, Bearitos® Pita Chips are a delicious, wholesome snack option either at home or on-the-go.

(Logo: <http://photos.prnewswire.com/pmh/20130502/NY067431LOGO>)

Features of the new Bearitos® Pita Chips include:

- Sea Salt, Multigrain, Olive Oil and Lemon & Garlic flavor varieties
- No artificial colors, flavors or preservatives
- Non-GMO Project verified
- 0 grams trans fat per 1 ounce serving
- Kosher certified

Bearitos® Pita Chips are the latest addition to the Bearitos® brand, which includes an assortment of wholesome snacks, including corn tortilla chips and popcorn, as well as canned refried beans and bean dips. All Bearitos® brand snack products are made using natural ingredients and do not contain hydrogenated oils.

"We have built our business by partnering with brands that share our values and passion for high-quality natural and certified organic foods, so working with Bearitos® has always been a natural fit," said Dwight Richmond, global grocery purchasing coordinator for Whole Foods Market. "With the new Bearitos® Pita Chips, we're able to offer our shoppers more of the wholesome snacks they love, exclusively at Whole Foods Market."

"Bearitos® Pita Chips are a wonderful addition to the Bearitos® family," said Jared Simon, Director of Marketing for Snacks at Hain Celestial. "They're delicious and great for dipping. But more importantly, they're made with the highest quality, non-GMO ingredients. Additionally, Bearitos® brand is proud to support World Wildlife Fund and their conservation efforts through a three-year partnership, contributing \$50,000 annually, aimed at protecting species, like bears, and their habitats."

Bearitos®

A leading natural food brand, Bearitos® provides a wide variety of snacks, refried beans and bean dips that are delicious and natural. From pita chips to bean dip to refried beans, all of Bearitos® distinct and flavorful products are made using the finest non-GMO ingredients and feature no artificial colors, flavors or preservatives. Bearitos® is a brand of The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading organic and natural products company in North America and Europe, providing consumers with A Healthier Way of Life™ since 1993. For more information, visit www.bearitos.com.

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®, Tilda®, Akash Basmati®, Abu Shmagh®, 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.

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