



TERRA® Chips Introduces New Look For Its Iconic Black Bag

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New Packaging Design to Spotlight Unique Root Vegetables in Every Bag

LAKE SUCCESS, N.Y., March 4, 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 a packaging refresh for its TERRA® brand root vegetable chips. The new look, designed by brand agency CBX, puts a modern spin on the brand's classic black bag with dramatic food photography and a crisp architectural structure. Beyond the stylistic changes, the package refresh also highlights the real root vegetables in each blend through the use of icons at the bottom of every bag.



For more than two decades, TERRA® snacks have provided consumers with delicious vegetable chips made from a diverse set of root vegetables – including taro, kabocha squash, parsnip and beets – in a variety of vibrant colors and sophisticated blends. The new packaging gives consumers a more distinctive view of the vegetable experience that awaits them inside.

"The root vegetables that go into TERRA® set it apart from ordinary chips," said Sam Garfinkel, Sr. Brand Manager of TERRA Chips. "Our packaging refresh puts these vegetables center stage on every bag to remind consumers of the unique taste experience."

In January 2014, TERRA® introduced two new flavors to its roster of global taste combinations: Tropical Blend and Exotic Potato Blend. TERRA® Tropical Blend adds sweet coconut and plantain to a mix of taro, sweet potato and batata for a touch of Caribbean flavor in every bag. TERRA® Exotic Potato Blend includes an eclectic blend of sweet potato, yukon gold and blue potato chips for a combination unlike any other.

TERRA

TERRA® Vegetable Chips combine the beautiful colors and delicious flavors of the earth's own vegetables into a perfect crunchy snack. After two decades, the intimate process of crafting our chips remains with over 20 different varieties and flavors that are truly distinctive by nature. TERRA® chips are cooked only in expeller pressed oils, made with non-GMO ingredients and are gluten free and certified kosher. TERRA® 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.terrachips.com or www.facebook.com/TerraChips.

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.



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