



Hain Celestial Extends Garden of Eatin'® Brand with Butternut Squash Corn Tortilla Chips Made with Organic Yellow Corn

March 14, 2014

New Sweet and Savory Snack Butternut Squash Corn Tortilla Chip Hits the Marketplace

LAKE SUCCESS, N.Y., March 14, 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 introduced Garden of Eatin'® Butternut Squash Corn Tortilla Chips, the latest addition to the Garden of Eatin'® brand, the #1 selling brand of tortilla chips made with organic yellow corn. These crunchy, gluten-free snacks feature a unique blend of butternut squash and organic yellow corn lightly seasoned with sage and a hint of roasted onion and are one of the first butternut squash flavored corn tortilla chips on the market.



"Our introduction of Garden of Eatin'® Butternut Squash Corn Tortilla Chips represents another step in our goal of providing great -tasting tortilla chips made with organic corn to the market," said Jared Simon, Director of Marketing for Snacks at Hain Celestial. "We're excited to introduce this distinctive new flavor that balances sweet with savory and gives our consumers a fun, interesting alternative in the corn tortilla chip aisle."

For more than 35 years, Garden of Eatin'® Corn Tortilla Chips have been providing consumers with great-tasting, wholesome snack options. Garden of Eatin'® Butternut Squash Corn Tortilla Chips join the growing line of Garden of Eatin'® brand corn tortilla chips, which also includes Garden of Eatin'® Blue Corn Tortilla Chips, Garden of Eatin'® Sweet Potato Corn Tortilla Chips, Garden of Eatin'® Black Bean Corn Tortilla Chips and more than a dozen other varieties, all made with non-GMO ingredients and all Non-GMO Project verified.

Garden of Eatin'®

Founded more than 35 years ago, Garden of Eatin'® is the #1 selling brand of tortilla chips made with organic corn in the world, providing more than 20 varieties of tortilla chips. With varieties that include Garden of Eatin'® Blue Corn Tortilla Chips, Garden of Eatin'® Yellow Corn Tortilla Chips, Garden of Eatin'® Mini White Corn Tortilla Rounds and many others, Garden of Eatin'® tortilla chips are deliciously dippable, bursting with flavor and, most importantly, heartily wholesome, making them a great snack choice for both adults and kids alike. Garden of Eatin'® 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.gardenofeatin.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.

Logo - <http://photos.prnewswire.com/prnh/20130502/NY067431LOGO>

SOURCE The Hain Celestial Group, Inc.

Brett Hartmann, Sr. Brand Manager, Snacks, The Hain Celestial Group, Inc., 516-587-5164, Brett.hartmann@hain.com, or Mark Van Hook, Capstrat, 919-745-3689, mvanhook@capstrat.com