



Garden Of Eatin'® Harvests New Chip Crop For Fall

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Hain Celestial Launches Kale Corn Tortilla Chips, Reduced Fat Blue and Yellow Corn Tortilla Chips and Brings Back Fall Classic, Pumpkin Corn Chips

LAKE SUCCESS, N.Y., Oct. 7, 2014 /PRNewswire/-- The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading organic and natural products company providing consumers with A Healthier Way of Life™, announced the availability of two new **Garden of Eatin'®** products: **Kale** Corn Tortilla Chips and **Reduced Fat** Corn Tortilla Chips. Additionally, **Garden of Eatin'® Pumpkin** Corn Tortilla Chips are back for the fall season, joining dozens of other varieties to provide consumers with even more wholesome, great-tasting snack options. Like other Garden of Eatin'® products, these new varieties are made with organic corn, non-GMO ingredients and are gluten-free.



- **Garden of Eatin'® Kale** Corn Tortilla Chips take an on-trend vegetable and place it in a very approachable tortilla chip form. Topped off with a delicious topical seasoning, the chips are bursting with flavor and are an excellent source of Vitamin K.
- **Garden of Eatin'® Reduced Fat** Corn Tortilla Chips have 25% less fat than the leading brand of tortilla chips*, providing a better-for-you alternative for consumers.
- **Garden of Eatin'® Pumpkin** Corn Tortilla Chips are back by popular demand for the fall season, available October 1st through December 31st, giving pumpkin lovers the opportunity to enjoy them all season long.

"We're excited to introduce our new lineup of chips this fall, and of course to bring back the popular seasonal favorite, Pumpkin," said Brett Hartmann, Snacks Category Manager at Hain Celestial. "We're always looking to incorporate on-trend ingredients as we develop new varieties that will appeal to our consumers. Our Kale Corn Tortilla Chips give consumers another way to enjoy the popular vegetable, and our new Reduced Fat Corn Tortilla Chips fill a void in the category by providing a better-for-you snacking option."

All three new Garden of Eatin'® corn tortilla chip varieties will be available in October in select grocery and natural foods locations nationwide.

Garden of Eatin'®

Founded more than 40 years ago, Garden of Eatin'® is the #1 natural and organic corn tortilla chip brand in the United States providing more than 35

varieties. With varieties that include Garden of Eatin'® Blue Corn Tortilla Chips, Garden of Eatin'® Yellow Corn Tortilla Chips, Garden of Eatin'® Red Hot Blue Corn Tortilla Chips and many others, Garden of Eatin'® tortilla chips are deliciously "dippable," bursting with flavor and, more importantly, heartily wholesome, making them a great snack choice for every occasion. For more information, visit www.gardenofeatin.com.

**The leading regular tortilla chip contain 7 grams of total fat per serving. Garden of Eatin'® Reduced Fat Blue and yellow corn tortilla chips contain 5 grams and 4.5 grams total of fat per serving, respectively.

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®, Rudi's Organic Bakery®, Gluten Free Café™, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, 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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