



Get in The Big Game with Better-for-You Bites

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Hain Celestial Offers Winning Choices for Snacking and Entertaining

LAKE SUCCESS, N.Y., Feb. 3, 2016 /PRNewswire/ -- Whether you're really there for the football or just for the food, The Big Game is a big party. Advance your entertaining game with The Hain Celestial Group, Inc. (NASDAQ: HAIN) and our portfolio of natural, organic and non-GMO snack brands including **Garden of Eatin'®**, **Sensible Portions®**, **TERRA®** and **Bearitos®**.



"Consumer preferences are changing. Consumers are looking for great tasting snacks with clean labels. Our new **Garden of Eatin'® Bowls Corn Tortilla Chips** are certified USDA Organic and contain only three simple ingredients; corn, oil and salt," said Jared Simon, senior director of marketing, Hain Celestial.

Introducing Garden of Eatin'® Bowls

Just in time for The Big Game, **Garden of Eatin'®** has launched bowl shaped Corn Tortilla Chips. Available in both certified USDA Organic Blue and White corn varieties, **Garden of Eatin'® Bowls** are a perfect choice at gatherings with family and friends.

Over 100 hundred million pounds of avocados are expected to be consumed around The Big Game.¹ Guacamole, salsa, chili and five-layer dip all need a sturdy chip for dipping. New **Garden of Eatin'® Bowls Corn Tortilla Chips** are fashioned in a fun bowl shape, perfect for scooping up your favorite dip. In addition to being great dippers, they are certified USDA Organic, certified kosher and gluten free. **Garden of Eatin'® Bowls Corn Tortilla Chips** are sure to take your Big Game gathering straight to the end-zone.

For more information, visit www.facebook.com/gardenofeatin.

It Takes Teamwork

Hosts will need a full snacking line-up including new **Garden of Eatin'® Bowls** and other delicious Hain Celestial snack brands to give their Big Game spreads MVP status.

Sensible Portions® is a leading better-for-you vegetable and potato snack brand, delivering 30% less fat per serving than leading potato chips for a smart and wholesome snacking experience. **Sensible Portions® Stackable Garden Veggie Chips** offer a delicious blend of potatoes and other vegetables without artificial flavors. These chips are also non-GMO and gluten free.

For more information, visit www.sensibleportions.com or www.facebook.com/SensiblePortions.

No matter your team colors, **TERRA®** real vegetable chips has a flavor to match. Our signature **Terra® Blues** blue potato chips and **Terra® Sweets** orange sweet potato chips add an authentic splash of team pride to the table. **Terra® Chips** are made with non-GMO ingredients, are gluten free, and are certified kosher.

For more information visit www.terrachips.com or www.facebook.com/TerraChips.

Rounding out the playing field **Bearitos®** offers a wide variety of snacks including corn tortilla chips and puffed corn snacks, refried beans, corn taco shells and seasoning mixes.

For more information visit www.bearitos.com.

Avoid snacking penalties this year and pass around the Hain Celestial snack brands!

The Hain Celestial Group, Inc.

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. 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®, Casbah®, 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®, Empire®, Kosher Valley®, 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®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com

¹ <http://www.nytimes.com/2016/01/25/business/second-year-super-bowl-advertisers-face-their-own-pressures-to-succeed.html>

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Rebecca Gottlieb, Rebecca.Gottlieb@hain.com, 516-587-5713, Colleen M. Dolan, Colleen.M.Dolan@interfusecomms.com, 202-835-9421