



## Garden of Eatin'® Boldly Expands Leadership in Tortilla Category

January 9, 2017

LAKE SUCCESS, N.Y., Jan. 9, 2017 /PRNewswire/ -- Hain Celestial's Garden of Eatin'® brand introduces two new boldly seasoned corn tortilla chips—Nacho, featuring creamy farmhouse cheddar with paprika and Ranch with hints of buttermilk, garlic and onion. The new flavors are certified USDA organic and are crafted with mouthwatering seasonings that should satisfy snack cravings at any time of the day.



Garden of Eatin'® brand is the No.1 natural and organic tortilla chip brand\* with a longstanding commitment to organic farming practices. It has been crafting organic tortilla chips for more than 40 years and continues to excite consumers through a rustic, authentic and handcrafted taste.

This year, Garden of Eatin'® brand is responding to consumer trends by expanding its portfolio with better-for-you options of the most popular flavors in the conventional tortilla chip category.

"Garden of Eatin'® brand is proud of its heritage of crafting organic corn tortilla chips while continuing to innovate with exciting flavor combinations," said Brett Hartmann, Director of Marketing, Snacks at Hain Celestial. "Providing consumers a certified USDA organic option made with non-GMO ingredients, infused with bold new adventurous flavors and quality crunch are qualities that consumers continue to know and trust."

These new Garden of Eatin'® varieties will be available nationally in 5 oz. bags for a suggested retail price of \$3.49. The corn tortilla chips contain 25 percent less fat than the leading conventional competitor\*\*. Like all Garden of Eatin'® products, these new flavors are made with non-GMO organic ingredients, gluten-free and certified kosher.

For more information visit <https://www.facebook.com/gardenofeatin/>.

*\*Satori Spins US-MULO latest 52 weeks through 11/27/2016.*

*\*\*Garden of Eatin' Corn Tortilla Chips in Nacho and Ranch flavors have 6 grams Total Fat, while the leading conventional competitor has 8 grams Total Fat. Satori Spins US-MULO latest 52 weeks through 11/27/2016.*

### Garden of Eatin'®

Founded more than 40 years ago, Garden of Eatin'® is the No. 1 natural and organic tortilla chip brand in the world, providing more than 35 varieties of all natural tortilla chips. With varieties that include Garden of Eatin'® Blue Corn Tortilla Chips, Garden of Eatin'® Yellow Corn Tortilla Chips, Garden of Eatin'® Bowls Corn Tortilla Chips 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 part of the Better-For-You Snacking platform of The Hain Celestial Group, Inc. For more information, visit [www.facebook.com/gardenofeatin](https://www.facebook.com/gardenofeatin).

**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®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, 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®, Happy®, 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](http://www.hain.com)



SOURCE The Hain Celestial Group, Inc.

Francine Rivera, [Francine.Rivera@hain.com](mailto:Francine.Rivera@hain.com), 516-587-5244; Colleen Dolan, [Colleen.m.dolan@interfusecomms.com](mailto:Colleen.m.dolan@interfusecomms.com), 202-835-9421