



Hain Celestial to Feature 75 Exciting New Natural Products at Expo West 2017

March 10, 2017

LAKE SUCCESS, N.Y., March 10, 2017 /PRNewswire/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN) today announced over 75 new products that will be featured at Natural Products Expo West, produced by New Hope Network, starting on March 10th. Expo West is the world's largest and premier tradeshow for the natural, organic and healthy products industry and last year hosted over 75,000 attendees. This year Hain Celestial will feature a photo booth for attendees to showcase their favorite new Hain Celestial products and post on Instagram or Facebook throughout the show using **#HainCelestialGroup, #ExpoWest, #ExpoWest17, #TheHAINEvent**.



"As a leading natural and organic, better-for-you products company, Hain Celestial is pleased to present our brands and new product innovation at Expo West, as we have done at Expo West for over 20 years. It's an exciting time in our industry," said Irwin D. Simon, Founder, President and Chief Executive Officer.

Arrowhead Mills®, one of America's trusted organic brands for over 50 years, introduces **Organic Blue Popcorn** in a new re-sealable bag featuring 36 grams of whole grains per serving and a good source of fiber as well as low-fat, sodium-free and gluten-free.

BluePrint®, a pioneer of cold-pressed juices and functional beverages, continues to innovate by developing nutrient-dense products that provide on-the-go energy. BluePrint® is proud to launch new **Daily Apple Cider Vinegars** and two crafted additions to its **Kombucha Drinks** with probiotic cultures that support digestive health. This new line up is joining BluePrint®'s innovative **Energy Teas** that have an invigorated, fresh look this year. These teas combine fruits, vegetables, and hard-working superfoods for an organic recharge without the additives.

Earth's Best® introduces packaging design and innovation in infant feeding and kids meals including **Earth's Best Organic® Purees made with Cooking Oils**, inspired by ingredients parents use to cook at home, **Organic Electrolyte Solutions** for replenishing zinc, fluids and electrolytes and **Earth's Best Organic® Infant Formula without DHA**. **Earth's Best®** also presents new kids frozen meals and snacks with **Organic Frozen Fruit Cups**, conveniently thawed in time for lunch.

Ella's Kitchen® brand expands organic drink option offerings with **Organic Kids Dairy Free Drinks**. Made with organic coconut and rice, these drinks bring invigorating flavors while leaving out dairy or gluten to accommodate sensitivities.

Empire® Kosher poultry introduces fully cooked frozen foods in convenient, re-sealable bags. Made from the finest natural and certified kosher chicken and turkey with no antibiotics ever, the new line-up includes **Empire Kosher® Honey Hot and Barbecue Chicken Wings**; **fully-cooked turkey meatballs** and **crunchy meat balls for kids** that are great for dinner or snack-time and lightly seasoned grilled chicken breasts and strips for

every meal occasion. Empire® is also introducing a new natural and kosher **Peppered Turkey Pre-Sliced Deli Meat**, the first of its kind.

FreeBird® chicken introduces **FreeBird Black Label** premium portion-sized breast and French-breast chicken products. **FreeBird** is also expanding its frozen product line to include par-fried chicken breast coated with panko breading, whole grain and gluten-free ancient grain chicken nuggets and gluten-free grilled chicken strips.

Garden of Eatin'® brand has launched two **new boldly seasoned corn tortilla chips in Nacho**, featuring creamy farmhouse cheddar with paprika, and **Ranch**, with hints of buttermilk, garlic, and onion. The new corn tortilla chips are certified USDA organic and contain 25 percent less fat than the leading conventional competitor. Like all Garden of Eatin'® products, these new flavors are made with non-GMO ingredients and gluten-free. (*"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 per 1 ounce serving."*)

Imagine® brand introduces on trend functional foods with its new line of Super Soups, available in two delicious flavors: **Imagine® Super Soups Red** (a mix of red lentils, beets, cranberries, and coconut cream) and **Imagine® Super Soups Green** (featuring broccoli, spinach, peas, and a dash of ginger). These two new tasty offerings start with a powerhouse combo of beans, vegetables and nourishing plants and spices to deliver a delicious, super creamy soup.

MaraNatha® brand, a leader in nut butter innovation for over 30 years, is unveiling an exciting new look featuring an innovative clear label. MaraNatha proudly introduces two new products—**Organic No Sugar or Salt Added Peanut Butter** and **Banana Peanut Butter**. **Organic No Sugar or Salt Added Peanut Butter** is made with two simple ingredients: dry roasted peanuts and Roundtable on Sustainable Palm Oil (RSPO) verified palm oil, in a convenient no-stir format. **Banana Peanut Butter** is made using real banana and natural banana flavor and creamy peanut butter.

Plainville Farms® brand has extended its line of natural bulk deli meats to new varieties including **Turkey Pastrami**, **Turkey Bologna**, **Southwestern Turkey**, **Slow-Cooked Ham** and **Buffalo Chicken Breast**. In addition, four new ground chicken products are being introduced, two natural and two certified organic, to complement its ground turkey line. The varieties for each are lean 98% fat free, and 92%/8% fat. **Plainville Farms** new packaging for ground products in brick-pack uses less film with a higher product-to-package ratio designed to reduce waste.

Rudi's Organic Bakery® has partnered with **Community Grains**, a company dedicated to improving ingredient sourcing transparency from seed to table through partnerships with regional grain farmers to preserve nutrients and add robust flavors while helping consumers understand where their food comes from. **Rudi's Organic Bakery®** introduces two delicious types of sandwich bread—**Whole Wheat Bread made with Sacramento Valley Whole Grain Flour** and **Whole Wheat Bread made with Hungry Hollow Whole Grain Flour**.

Sensible Portions® Garden Veggie Snacks introduces two great flavor extensions—**Salt & Vinegar Veggie Chips** and **Sweet Potato Veggie Straws**. The **Salt & Vinegar Veggie Chips**, which are packed in on-the-go canisters for stackable chips, deliver a fantastic punch of flavor and are made with potatoes, sweet potatoes, carrots and pumpkin. The **Sweet Potato Veggie Straws** are a fun and sensible way to satisfy sweet cravings as they are crunchy and airy and allow for 38 straws per serving. Like all Garden Veggie Snacks, both flavor extensions are gluten-free, non-GMO and contain no artificial flavors or preservatives.

Spectrum® brand introduces a limited edition, seasonal **Pumpkin Spice Chia Seed Blend**—a sweet and savory combination of ground chia, pumpkin spice, raisins and pepitas that is sure to spice up the holiday. Add to hot cereal, yogurt, smoothies, pudding, pancakes and waffles. **Spectrum® Whole Chia Seed** is now certified USDA Organic. **Spectrum® Organic Chia Seed** is a nutritional powerhouse and valuable source of Omega-3 essential fatty acids. **Spectrum®** has extended its partnership with Fair Trade USA through the launch of the first ever **Fair Trade USA Certified Chia Seed**, which helps support fair and sustainable farming practices in rural growing regions of South America. Fair Trade Certified USA Chia Seed is now available in 3 varieties: **Spectrum® Organic Ground Chia Seed**, **Decadent Flax & Chia Seed Blend with Coconut & Cocoa**, and **Organic Warrior Vitality Chia Seed Blend with Maca & Cacao Nibs**.

TERRA® expands its portfolio with new **TERRA® Plantain Chips**. These premium tropical snacks are made with coconut oil that gives these chips a rich flavor and a perfectly crisp crunch. Available in two varieties, **Plantain with Sea Salt** and **Sweet Plantains**, to satisfy both sweet and savory cravings.

The Greek Gods® Indulgent Innovations are new Greek-style yogurts inspired by the rich culinary traditions of Greece. **The Greek Gods Seriously Indulgent Yogurt Greek-Style Yogurt** combines old world traditions with delicious and unique fruit flavors and combinations. Exceptionally creamy and thick yogurt made with whole milk and cream pair perfectly with luscious fruit in every cup for a decadent yogurt in four flavors—**Lemon**, **Marionberry**, **Raspberry Ginger** and **Tart Cherry**.

Tilda® introduces two new exciting flavors in its ready-to-eat line up: **Coconut** and **Lime & Cilantro**. Long and slender Basmati grains are infused with rich and creamy coconut in **Tilda Coconut** while fragrant limes, cilantro leaf and smooth coconut cream combine to create a hint of Thai cuisine in **Tilda Lime & Cilantro**.

Yves® Sweet Potato & Chickpea Bites are a good source of fiber, Vitamin A and iron while **Yves® Broccoli Bites**, packed with vegetables, is a good source of Vitamin C—both great new vegan appetizers for sharing and sampling, on-the-go eating and any-time snacking. **WestSoy® by Yves®**, our newest product line, offers delicious and healthy **Tofu**, **Tempeh** and **Seitan** products from the WestSoy® brand, now part of the Yves® family.

Hain Celestial's featured personal care products include:

Alba Botanica® Hawaiian Detox Body Care features anti-pollution volcanic clay to deeply cleanse, rebalance and replenish skin. With virgin, wild harvested marula oil, the **Hawaiian Marula Miracle Collection** provides intense hydration therapy to totally dry, exhausted, stressed-out tresses. **Hawaiian Ultra Sheer Lotion** delivers light, oil-free, daily hydration with shine control. For therapeutic care of dry, damaged or actively inflamed skin, the **Very Emollient™ Herbal Healing Collection** provides gentle daily care. In addition to a new **Cool Sport Clear Spray Sunscreen SPF 50** and improved octinoxate-free formulas, the **Alba Botanica®** summer season collection introduces a DEET-free **Anti-Bug Spray**.

Avalon Organics® Eczema Relief Therapy is the first line of eczema treatment products certified to an organic standard and awarded the National Eczema Association Seal of Acceptance.

JASÖN® Simply Coconut™ Toothpaste Collection and **Total Protection Coconut Mouth Rinse** feature a wholesome combination of virgin coconut oil with healthful minerals, extracts and oils to deliver a variety of oral care benefits for an indulgent, complete mouth clean feel. **JASÖN®** nourishing, waterless formulas of **Men's Shave Oils** make shaving a simpler process that not only conditions skin for an extra close, smooth shave but also protects skin from red bumps, razor burn, nicks and cuts while **Men's Mountain Spice All-in-One Body Wash** packs a botanically-powerful punch to completely clean face, hair and body.

Live Clean® Canada's top eco-friendly beauty and baby care line is now available in the United States. Live Clean® brand is bringing its clear and simple vision to the United States with a new line of high-performing, eco-friendly products that deliver exceptional results using plant-based ingredients for all skin and hair types. Offering a wide-range of efficacious products, **Live Clean®** brand uses 97% plant-based formulations from renewable sources, cruelty-free and made without the use of harsh chemicals such as parabens, sodium lauryl sulfate, phthalates, phosphates and dyes.

Queen Helene® brand introduces skin-detoxifying **Volcanic Ash Masque** to deeply clean skin and **Shea Butter Crème**, packed with fatty acids, to give sensitive skin a smooth, supple touch.

Cultivate Ventures launched in the fall to strategically invest with a dedicated, creative focus for refresh and relaunch; to incubate small acquisitions until they reach the scale for the Company's core platforms; and to invest in lifestyle brands, concepts, products and technology, which focus on health and wellness, will be featuring products at Expo West as well.

Cultivate brands **SunSpire®**, **Health Valley®**, **DeBoles®**, **GG® Crackers**, and **Casbah®** will be showcasing new packaging designs.

SunSpire® will debut three new chocolate treats that are great for baking—**Dark Chocolate SunDrops®**, **Chocolate Chunks** and **Chocolate Minis**. **Health Valley®** will unveil new designs for **Health Valley® Canned Soups** and **Health Valley® Cobbler Bars** and present three new fresh soup concepts under the brand name. **DeBoles®** will be adding a new addition to its assortment—**Spinach Penne**. **GG®** is extending its fiber-filled line up to include new gluten-free options including **Gluten Free Honey Crackers** and **Gluten Free Chive Crackers**. **GG®** will also introduce **Veggie Rounds**, made with Carrots and Beets while **Casbah®** extends its line of authentic grains to include **Quinoa** and **Quinoa & Brown Rice**.

Hain Celestial's products will be coming to market now through the end of 2017 and sold at selected retailers in markets throughout the United States.

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/hain-celestial-to-feature-75-exciting-new-natural-products-at-expo-west-2017-300421891.html>

SOURCE The Hain Celestial Group, Inc.

Mary Anthes, The Hain Celestial Group, Inc., 516-587-5000