



## Why Eat Beige? TERRA® Invites You to Snack in TERRAcolor™ in Color-full Campaign

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LAKE SUCCESS, N.Y., July 10, 2018 /PRNewswire/ -- The **TERRA®** brand, with over two decades of experience creating deliciously vibrant root vegetable chips, knows color plays an important role in our everyday lives. Each **TERRA® Chip** blend embodies a diverse range of root vegetables, catching the eye of consumers looking for a chip that stands out among the rest. From the food we eat, to the way we feel, color influences our everyday choices. According to a recent survey:

- **No Gray, No Way:** 63 percent of people said they would not purchase a piece of furniture if it wasn't available in the color they wanted
- **Won't Walk a Mile in These:** 62 percent said they would not get a new pair of shoes if they weren't available in the desired color
- **Call me a Taxi:** 43 percent said they would not buy a car if the color wasn't perfect
- **Would you Rather:** 75 percent of people said they would rather live in a house that was only one color than eat the same color food every day for the rest of their lives
- **Best in Blue:** Of people polled, the largest share, 22 percent, said they feel most confident and attractive in the color blue



Not taking beige for an answer, **TERRA® Chips** revived the snacking category. For over 20 years, the recognizable and distinguished snack brand has created a name by combining the beautiful colors and mouthwatering flavors of the earth's vegetables into a perfect crunchy snack.

"Consumer preferences, especially millennial preferences, are changing. They are moving away from mindless snacking and are always looking for the latest and greatest better-for-you options," said Cady Roberts, Senior Brand Manager, **TERRA® Chips**. "Our new **Snack in TERRAcolor™** campaign focuses on the one-of-a-kind snacking experience that comes from the colorful palette of root vegetables that make up **TERRA® Chips**."

The vibrant, non-GMO and gluten-free chips are sliced straight from real vegetables and packaged in simple but distinctive black bags, providing a unique snacking experience. For the ultimate snacking pleasure, surround yourself with bold and bright colors such as blue, as 57 percent of people say having the color blue around makes them happiest. Blue is just one of the many tones that make up the **Snack in TERRAcolor™** campaign, coming from the brand's famous naturally blue potatoes. Each hue created for the campaign was carefully matched to a vegetable found in **TERRA® Chips**.

In addition to the new campaign, **TERRA® Chips** will team up with their partner, JetBlue, for an interactive consumer experience in the airline's award winning terminal, T5, at John F. Kennedy International Airport in New York City this July, a first for the brand. Consumers can create a customized blend of **TERRA® Chips** to celebrate the perfect snack match made at 35,000 feet.

For more information on the **Snack in TERRAcolor™** campaign visit [www.instagram.com/terrachips](http://www.instagram.com/terrachips).

### About the Survey

TERRA® and Interfuse Research & Analytics conducted a nationally representative online survey among 1,112 adults in the U.S. between June 26 and 27, 2018. The margin of error for this study was +/-3 percent, at a 95% confidence level.

### 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, Asia and the Middle East. 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®,

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Laura Benvenuto, [Laura.Benvenuto@interfusecomms.com](mailto:Laura.Benvenuto@interfusecomms.com), 202-835-9441