From the Breakfast Table to Snacks On-the-Go, Hain Celestial Provides Delicious, Better-For-You Essentials for Back to School

07/31/2024

HOBOKEN, N.J., July 31, 2024 /PRNewswire/ -- Back-to-School season is upon us, and with it comes back-to-packing-lunches, back-to-carpools and back-to-back commitments for busy parents and kids. In fact, 8 in 10 parents plan to enroll their children in extracurricular activities this school season[1].



As families gear up for another school year, leading health and wellness company **Hain Celestial Group** (Nasdaq: HAIN) is here to provide delicious and convenient better-for-you snacking and meal prep solutions to keep the whole family's tastebuds satisfied and bellies full.

Keep Snack Cravings Met

More than half of parents are looking for better-for-you snacks that their kids will actually enjoy[2], and 58% of consumers say they're interested in snacks that are easy to eat on the go[3].

- Combining craveable flavors, convenient and crunchy formats, and veggie ingredients, Garden Veggie Snacks™ are a satisfying crowd-pleaser at lunch or snack time. Stock up on the new **Garden Veggie™ Flavor Burst™ Tortilla Chips** which offer a taste bud adventure for kids and parents alike – or look for a variety pack of fan-favorite **Garden Veggie Straws**®, featuring single-serve bags in flavors like Sea Salt and Zesty Ranch.
- For the youngest school-goers, Earth's Best® Organic offers a range of yummy snacks to help bridge the tricky hours between pick-up and dinnertime. Bring tasty fun to their busy days by offering **Earth's Best® Organic Veggie Puffs, Veggie Straws** and **Sunny Days Snack Bars®**, all featuring Sesame Street. Each is certified organic and made with wholesome ingredients.

Meal Prep Like a Pro

Breakfasts and lunches that are nutritious and delicious? Back-to-school win.

- A filling and protein-packed breakfast can set the tone for the entire day. Start it right by spreading velvety

smooth **MaraNatha® Creamy No Stir Almond Butter** on toast or mixing it in oatmeal. Natural and organic, MaraNatha also offers a peanut butter option that's perfect for a better-for-you take on the classic PB&J for lunch.
- Greek Gods® Yogurt brings the delicious taste and silky smooth texture of a Greek-style yogurt without the tang. Let each member of the family top **Greek Gods® Traditional Plain Yogurt** with their favorite fruit, honey or granola for a fun start to the day or a great addition to their lunch.

Satisfy Carpool Companions

Let's face it: Fall's on-the-go schedule is just as busy for the rest of the family as it is for school-aged children.

- For an elevated, salty snack for mom or dad, snag a bag of **Terra® Original Vegetable Chips,** which features a unique mix of sweet potato, earthy parsnip, golden kettle potato and mildly sweet batata, crisped into chips and seasoned with sea salt. Simple and delicious.
- And for the youngest family member tagging along from pick-up to practice? Stock your bag with their favorite **Earth's Best® Organic Pouches** to keep little ones' bellies full and needs met. The brand's 6+ month pouches are made with organic ingredients and veggies to support little ones' love of good food, while the newest toddler smoothie pouches feature ingredients that offer brain support[4] or immune support[5].

Shoppers can stock up on these better-for-you family favorites at popular back-to-school destinations including Walmart, Amazon and Target, as well as local grocery retailers and specialty shops. Prices vary and are at the sole discretion of the retailer.

[1]*source: Deloitte Back to School Survey 2024*
[2]*source: Mintel Better For You Snacking 2024*
[3]*source Mintel Better For You Snacking 2024*
[4]*Choline and DHA for Brain Support*
[5]*Excellent source of Vitamins C & Vitamin D for immune support*

About The Hain Celestial Group

Hain Celestial Group is a leading health and wellness company whose purpose is to inspire healthier living for people, communities and the planet through better-for-you brands. For more than 30 years, Hain has intentionally focused on delivering nutrition and well-being that positively impacts today and tomorrow. Headquartered in Hoboken, N.J., Hain Celestial's products across snacks, baby/kids, beverages, meal preparation, and personal care, are marketed and sold in over 75 countries around the world. Our leading brands include Garden Veggie Snacks™, Terra® chips, Garden of Eatin'® snacks, Hartley's® jelly, Earth's Best® and Ella's Kitchen® baby and kids foods, Celestial Seasonings® teas, Joya® and Natumi® plant-based beverages, Greek Gods® yogurt, Cully & Sully®, Yorkshire Provender®, New Covent Garden® and Imagine® soups, Yves® and Linda McCartney's® (under license) meat-free, and Avalon Organics® personal care, among others. For more information, visit hain.com and LinkedIn.

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