



Hain Celestial Encourages a Healthier Start to the Year with Better-For-You, Convenient Choices

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30+ years of expertise providing delicious foods & beverages made with high-quality ingredients and prepared thoughtfully

HOBOKEN, N.J., Jan. 9, 2025 – As we step into the New Year, Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading global health and wellness company whose purpose is to inspire healthier living through better-for-you brands, is helping consumers more easily embrace a healthier lifestyle with its wide range of delicious and convenient better-for-you snacking, beverage and meal prep solutions.

With more than 30 years of focused expertise in the better-for-you space, Hain collaborates with nutrition experts, pediatricians and R&D experts to ensure its products are made with quality ingredients and are prepared thoughtfully.

As 42% of UK consumers report wanting to buy healthier food and beverages as the cost-of-living crisis eases¹, and 35.2% in Germany² resolve to eat healthier in 2025, Hain's commitment to better-for-you is stronger than ever, making it easier for everyone to start the year on the right foot.

Elevate Snacking

Kickstart the New Year with better-for-you snacking options that satisfy your cravings.

- Elevate your toast with better-for-you **Hartley's® More Fruit Less Sugar**, a product designed to nudge up the fruit content while reducing sugar by up to 30% compared to the conventional jams. Not only is this product better for you, it's making breakfast times easier for busy families in a squeeze bottle. The leading UK jelly brand³ offers the range in strawberry and blackcurrant. Hartley's also offers **No Added Sugar** and **10 Cal jelly pots** for satisfying snacking.
- As routines are re-established in January, on-the-go snacks are a lifesaver for busy parents and carers with little ones. **Ella's Kitchen®**, the UK's No. 1 baby and kids' food brand⁴ and Certified B Corp, and its 100% Organic fruit and veggie products are tasty snacks to keep on hand, including **The Green One™** smoothie with apples, kiwi, bananas and pears and **Squishy Snacks Pumpkin + Mango Sweetcorn + Carrot Melty Sticks** are great finger foods and **Cheesy Crunchy Veg Waves** are organic cheese flavored snacks.

Well-Balanced Winter Soups

Warm up your winter with delicious, better-for-you soups made with real, wholesome ingredients.

- Soup season is in full swing, and Hain's international chilled soup brands continue to be consumer favorites in the UK. **New Covent Garden Soup Co®**, which is the No. 1 chilled soup brand in the UK⁵, is naturally good and made with store cupboard ingredients in each of its 10 varieties, including **Classic Chicken, Vegetable, and Leek & Potato. Yorkshire Provender®** soups, which are ranked No. 2⁵, are made with an abundance of fresh ingredients and a touch of Yorkshire ingredients. The brand's **Moroccan Vegetable Tagine** or **Rustic Vegetable with Kale, Lentils & Quinoa** are perfect vegan options to add to any Veganuary menu. The brand's latest innovations, **Jacket & Toast Topper Haricot Beans in a Spicy Tomato Sauce** and **Mexican Inspired Lentil Chilli**, offer versatility to eat on their own, or add to a wrap, potato or top on toast. **Cully & Sully®** soups, which are ranked No. 3 in the UK and No. 1 in Ireland⁵, are full of fresh vegetables, herbs, and are naturally gluten-free, including **Creamy Tomato & Basil, Lentil & Smoked Bacon, and 'Squash'ed Veggie Soup**.

Drink Well

Try plant-based beverages this Veganuary in coffees, baking or on their own.

- Premium non-dairy beverage brand, **Natumi®**, is an official sponsor of Veganuary Deutschland, a nonprofit that encourages consumers to try vegan the month of January to promote health, animal welfare, and environmental sustainability. Natumi, which is produced in the Rhine-Sieg region of Germany, is widely recognized for its commitment to sourcing the highest quality oats from Germany and was recently recognized with the "Bestes Bio 2025" award for its **Oat Barista**

Consumers can stock up on these better-for-you family favorites at all major retailers in the UK, and DM & Denree, and independent health food retailers across Germany.

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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 70 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](https://www.hain.com) and [LinkedIn](#).

¹Source: Mintel 2024 Healthy Eating Consumer Report

²Source: [Statista](#)

³Source: Circana 52 w/e 28th December 2024

⁴Source: The equivalent meals calculation is based on WRAP's guidance around reporting the amounts of surplus food redistributed.

⁵Source: IRI 52 w/e 10 Aug. 24

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