



Garden Veggie™ Snacks Introduces Two Bold New Varieties of its Flavor Burst™ Tortilla Chips

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NEW Smoky BBQ and Sweet Tangy Chili Tortilla Chips Level Up Better-For-You Snacking, Delivering Irresistible Taste and Crunch for Snack Lovers

HOBOKEN, N.J., March 11, 2025 /PRNewswire/ -- Garden Veggie™ Snacks, a trailblazer in better-for-you snacking, is cranking up the flavor with the launch of two exciting new varieties of its Flavor Burst™ Tortilla Chips: Flavor Burst™ Smoky BBQ and Flavor Burst™ Sweet Tangy Chili. Following the incredible response to the debut of these game-changing flavored tortilla chips last year, Garden Veggie™ Flavor Burst™ is back with bold new tastes that promise to elevate fans' snacking experience, while providing better-for-you options with no artificial flavors and no artificial preservatives for gatherings or everyday munching.



- **NEW Garden Veggie™ Flavor Burst™ Smoky BBQ Tortilla Chips** deliver a rich, smoky flavor that captures the essence of a classic barbecue experience. With a craveable crunch and a balanced flavor profile, these chips are the delicious twist your snack game has been waiting for!
- **NEW Garden Veggie™ Flavor Burst™ Sweet Tangy Chili Tortilla Chips** feature a combination of sweet tangy chili, corn and vibrant veggies. With snackers continuing to crave adventurous, flavor mash-ups, these chips deliver a burst of sweet and spicy in every bite and a satisfying crunch for all snack lovers to enjoy.

"We know snackers are increasingly looking for better-for-you options that don't compromise on taste, and we're thrilled to meet that demand with craveable new varieties of Flavor Burst," said Ed Kaiser, Senior Director of Marketing. "Whether you crave that classic smoky barbecue taste or a trend-forward experience with the sweet-spicy kick of chili, we've got the perfect better-for-you snack in our Flavor Burst line-up."

In a crowded snack aisle often filled with either "guilty pleasures" or traditional tortilla chips, Garden Veggie Flavor Burst Tortilla Chips break the mold, delivering flavor-forward crunch, while being a snack fans can feel good about. Flavor Burst Tortilla Chips are certified gluten-free, combining the goodness of five kinds of vegetables (spinach, beet, red bell pepper, carrot and tomato) and other wholesome ingredients, such as non-GMO corn. Flavor Burst Tortilla Chips contain no artificial flavors and no artificial preservatives, with color coming only from natural sources.

Joining a portfolio that also includes Nacho Cheese and Zesty Ranch varieties, Flavor Burst Smoky BBQ Tortilla Chips are exclusively available at [Walmart](#) in a 12oz. size, while Flavor Burst Sweet Tangy Chili Tortilla Chips are available at [Kroger](#) in a 6oz. size.

About Garden Veggie™ Snacks

Garden Veggie™ Snacks, part of the Hain Celestial Group family of brands, is a leader in the better-for-you snacking category. Committed to offering a range of delicious snacks that cater to the tastes of the whole family, Garden Veggie Snacks delivers a variety of options that include Garden Veggie Straws®, Garden Veggie™ Puffs, Garden Veggie™ Wavy Chips, Garden Veggie™ Stacked Chips, and Garden Veggie™ Flavor Burst™ Tortilla Chips. With a focus on fun and flavorful snacking, Garden Veggie™ Snacks is committed to bringing joy and happiness to families through every bite.

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 and [LinkedIn](https://www.linkedin.com/company/hain-celestial-group).



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