New Grips on the Block! Earth's Best® Unveils Line of Organic Play + Learn Finger Foods to Help Little Ones Learn to Self-Feed

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Organic Crunchy Sticks, Melty Hoops, and Munchy Fingers Bring the Fun to Food Exploration and Grasp Development Throughout the Weaning Journey

HOBOKEN, N.J., March 27, 2025 /PRNewswire/ -- Earth's Best®, America's trusted organic baby brand from birth to backpack, is launching a new line of organic "play + learn" finger foods designed specifically to help little ones practice and develop their motor skills throughout the weaning journey. The three-stage platform includes yummy **Earth's Best® Organic Crunchy Sticks, Organic Melty Hoops** and **Organic Munchy Fingers,** each of which offers a fun and wholesome way to help little ones grow a love of good food.

For 40 years, Earth's Best has been a trusted partner to parents and caregivers as they strive to make the best decisions for their little ones' wellbeing and growth. The brand's new organic play + learn finger foods continue that commitment, providing a range of fun, tasty and nutritious foods that encourage key grasp and self-feeding skill development as little ones grow, from age 6 months and up.

Developed using established childhood nutrition and grasp development research, the products introduce new textures and flavors, while being perfectly sized and shaped for little hands and mouths at key development stages. The new line of play + learn finger foods features a simple, wholesome ingredients list – with no artificial flavors or artificial preservatives – and they are crafted to dissolve easily.

"At Earth's Best, our mission is to help little ones build healthy habits, and the transition to solid foods is a perfect time and place to start," said Emily Rosen, Senior Director of Marketing at Earth's Best. "We know that our little ones learn through play, so we've created finger foods that make the earliest of mealtime experiences engaging and yummy, while giving parents and caregivers a helpful and convenient option along the feeding journey."

The Earth's Best® Organic Play + Learn Finger Foods include the following:

- **Earth's Best® Organic Crunchy Sticks**, which debuted in 2024, are designed to encourage little ones aged 6+ months to practice the palmar grasp, learning to grab and bring food to their mouths. This organic corn-based finger food comes in a variety of flavors, including Strawberry Banana, Garden Veggie and Cheddar Cheese.

- **Earth's Best® Organic Melty Hoops**, launching this spring, are just the right size and shape to help little ones aged 8+

months learn to hold small food with their thumb and forefinger, also known as the pincer grip. Made with puffed corn and quinoa, Melty Hoops are crispy, yet melty and come in two yummy varieties, including Spring Veggies and Strawberries + Mangoes.

- **Earth's Best® Organic Munchy Fingers**, also launching this spring, are perfect for food explorers aged 10+ months. Munchy Fingers help little ones master holding flat objects – the radial digital grasp — and practice hand-eye coordination on the way to using a spoon. Made with puffed corn and chickpea, Munchy Fingers in Mixed Berry and Mango Carrot flavors are perfect for eating on their own or dipping into other foods.

Earth's Best Organic Play + Learn Finger Foods are available beginning this spring at retailers nationwide, including Amazon, Target, Walmart and more. **Earth's Best® Organic Crunchy Sticks** are available in a 0.56 oz. multi-serve package; **Earth's Best® Organic Melty Hoops** are available in a 0.70oz. multi-serve bag and a 1.28oz. 4ct single-serve multipack; and **Earth's Best® Organic Munchy Fingers** are available in a 1.05oz. box of nine Munchy Fingers.

For more information, visit www.earthsbest.com or follow us on Instagram @earthsbest.

About Earth's Best®

Earth's Best® was founded in 1985 and pioneered organic baby foods within the mainstream market. For 40 years, Earth's Best has been a trusted leader in organic baby food, providing a wide range of nutritious options—from formula and baby food to self-feeding snacks and toddler meals. The brand's mission is to make wholesome, tasty food fun for children while helping families navigate the early years of feeding. Earth's Best strives to help little ones build healthy habits with food, from birth to backpack.

About the Hain Celestial Group

Hain Celestial Group (Nasdaq: **HAIN**) 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 focused on delivering nutrition and well-being that positively impact today and tomorrow. Headquartered in Hoboken, New Jersey, 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 **www.hain.com** and **LinkedIn.**

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