



Hain Celestial Group Invites Consumers to Savor Summer Moments with Delicious, Convenient and Better-For-You Snacks

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In new "Savor Your Summer" sweepstakes, consumers can secure a summer's worth of snacks with grocery gift cards from national retailers

HOBOKEN, N.J., June 3, 2025 /PRNewswire/ -- The unofficial kickoff to summer has arrived, and with it, the chance to stock the pantry full of summer snacks for all that the season brings. With a purpose to inspire healthier living through better-for-you brands, the **Hain Celestial Group** (Nasdaq: HAIN) is making better-for-you snacking more rewarding than ever with the return of its "Savor Your Summer" Sweepstakes.



During the summer, salty snacks see an increase in household penetration, trips, and dollars per buyer.¹ As snacking increases, so too does the demand for better-for-you options with 95% of snackers trying to choose a better-for-you snack at least sometimes.²

Hain's portfolio of snack brands – including **Garden Veggie Snacks™**, **Terra® chips** and **Garden of Eatin'®** - delivers the better-for-you options consumers crave, without sacrificing taste, convenience, and affordability. And now through July 10, consumers who get snacking can enter the *Savor Your Summer* Sweepstakes for a chance to win must-have prizes including waterside accessories, entertaining essentials and, best of all, \$1,000 gift cards to national retailers.³ The summer sweeps is back by popular demand – and more rewarding than ever – after consumers played to win in last year's program at a repeat rate nearly 5x average sweepstakes participation.

This seasonal promotion will be amplified through paid media, influencer engagement and retail displays, inviting shoppers to maximize their summer snacking in two ways. Shoppers can visit savoryoursummersweepstakes.com for a chance to instantly win branded prizes. And, shoppers can upload a receipt of Hain snacks' purchase at qualifying retailers including Walmart, Target, Kroger, Albertsons, Publix, Sprouts and Whole Foods Market for a chance to win \$1,000 gift cards.

Qualifying purchases include any product from Hain's crowd-pleasing, better-for-you snack brands below:

- **Garden Veggie Snacks™**, creator of the original Garden Veggie Straws®, offers an array of craveable snack choices, each with no artificial flavors, no artificial preservatives, and with color coming only from natural sources.⁴ From crave-worthy Garden Veggie™ Puffs in nostalgic flavors like Mac n' Cheese to classic Garden Veggie Straws® in Zesty Ranch, there's something for everyone at the pool or on-the-go.
- For picnics or summer hangouts with friends, shoppers can elevate their snacking moments with **Terra®** – the #1 better-for-you vegetable chip⁵ – which combines vibrant, real vegetables with a touch of seasoning and perfect crunch for the most unique summer snack.
- **Garden of Eatin'®** provides great tasting, USDA Organic certified blue corn tortilla chips that make the perfect accompaniment to any seasonal dip at backyard barbeques or the beach.

Snackers can visit savoryoursummersweepstakes.com to learn more and enter the Savor Your Summer Sweepstakes, now through July 10.

¹Source: Circana

²Source: Mintel's 'Better for You Snacking – US – 2024'

³NO PURCHASE NECESSARY. Promotion begins at or about 12:00 PM ET on 5/16/25 and ends at 11:59:59 PM ET on 7/10/25. Includes an instant win game & a sweepstakes, which must be entered separately. Open only to legal residents of the 50 US/DC who are 18 years or older. See [Official Rules](#) for entry instructions, how to enter without making a purchase, odds, prize details, and restrictions. Void where prohibited. Sponsor: The Hain Celestial Group, Inc., 221 River St., Hoboken, NJ 07030.

⁴No FD&C certified colors or dyes

⁵Source: SPINS, Total US-Multi Outlet + Convenience + Natural, 52 Weeks Ending 4/20/2025, NPI SS Chips Veg & Other Alternative

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 and meal preparation 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® Organic and Ella's Kitchen® baby and kids foods, Celestial Seasonings® teas, Joya® and Natumi® plant-based beverages, The Greek Gods® yogurt, Cully & Sully®, Yorkshire Provender®, New Covent Garden® and Imagine® soups, among others. For more information, visit www.hain.com and [LinkedIn](#).



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