



Garden of Eatin'(R) Harvests New Products

July 11, 2005

Pita Chips with Organic Wheat Flour

MELVILLE, N.Y., July 11, 2005 /PRNewswire-FirstCall via COMTEX/ -- Garden of Eatin' has always been known for THE original, authentic tortilla chip made with organic corn. Adding to over 20 varieties of exceptional chips, Garden of Eatin' announces an entirely new offering--the first all natural Pita Chip made with Organic Wheat Flour. These light and crispy Garden of Eatin' Pita Chips are available in three varieties -- Sea Salt, Asian Spice with ginger, soy sauce and honey and Greek Isle with garlic, oregano and a hint of olive oil -- all in 6-ounce bags. Garden of Eatin' Pita Chips are thick enough to hold up to hummus and other hearty dips.

(LOGO: <http://www.newscom.com/cgi-bin/prnh/20050324/NYTH131>)

The newest tortilla chip snacks are Garden of Eatin' Fiesta Size Blue and White Corn Tortilla Chips. These tasty restaurant-style chips are thicker and heartier than ever, perfect for dipping with Garden of Eatin' Salsas and Bean Dip and available in a 22-ounce resealable bag, so you can enjoy even more authentic corn taste.

Like all Garden of Eatin' snacks, these all natural chips contain no trans fat or hydrogenated oils. Each Garden of Eatin' batch is made to order using only the finest quality ingredients, so each bag is bursting with flavor! The Garden of Eatin' family of products is all natural, made with no genetically engineered ingredients and is kosher-certified. Our high quality production standards include filtered water and natural expeller-pressed oils, and our products are made with organic crops grown without pesticides or synthetic fertilizers. So no matter who enjoys these distinctive treats, you'll serve them with pride knowing they're from a trusted brand, Garden of Eatin'. It all makes a difference you can taste in each savory bite! For more information on all of the Garden of Eatin' products, visit <http://www.gardenofeatin.com> .

These unique snacks add to the growing family of Garden of Eatin' products including several new categories: Salsa, Bean Dip, Blue Corn and Yellow Corn Organic Taco Shells and Taco Dinner Kits, Organic Microwave Popcorn and Toasted Corn, SunReal(TM) Coated Sunflower Seed and SoyReal(TM) Soy Nut snacks.

The Hain Celestial Group

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Melville, NY, is a leading natural and organic beverage, snack, specialty food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings(R), Terra Chips(R), Garden of Eatin'(R), Health Valley(R), WestSoy(R), Earth's Best(R), Arrowhead Mills(R), Hain Pure Foods(R), Hollywood(R), Walnut Acres Organic(R), Imagine Foods(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Lima(R), Biomarche(R), Grains Noirs(R), Natumi(R), JASON(R) and Zia(R) Natural Skincare. For more information, visit <http://www.hain-celestial.com> .

SOURCE The Hain Celestial Group

Gina Balsan of Garden of Eatin', The Hain Celestial Group, Inc.,
+1-631-730-2231, gbalsan@hain-celestial.com