



Celestial Seasonings(R) Unveils Two Exotic New TeaHouse Chais

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Introducing Vanilla Ginger Green Tea Chai and Sweet Coconut Thai Decaf

BOULDER, Colo., Sept. 27 /PRNewswire/ -- Celestial Seasonings announces two unique and delicious TeaHouse Chai flavors: new Vanilla Ginger Green Tea and Sweet Coconut Thai Decaf.

* Vanilla Ginger Green Tea Chai: full-bodied green and black teas livened up with sweet vanilla, soothing ginger, and cinnamon.

* Sweet Coconut Thai Decaf: naturally decaffeinated black tea, caffeine free rooibos and aromatic Thai spices mellowed with the flavor of creamy coconut.

"The popularity of chai continues to grow, and Celestial Seasonings is committed to developing this market by introducing exciting new flavors," comments Joe Beauprez, Director of Marketing at Celestial Seasonings. "Vanilla Ginger Green Tea Chai and Decaf Sweet Coconut Thai are an exotic take on traditional Indian chai that offers tea drinkers an entirely new flavor experience."

Celestial Seasonings Chais are available in tea bag form -- the preferred choice of the specialty tea consumer(1). Whether hot or iced, adding a sweetener, milk or dairy alternative (or even a dollop of whipped cream) allows consumers to make these chais as "skinny" or indulgent as they like.

Vanilla Ginger Green Tea Chai and Sweet Coconut Thai Decaf will be available in stores beginning Fall 2005, joining Original India Spice, Decaf Original India Spice, Honey Vanilla White Tea and Chocolate Caramel Enchantment(TM) TeaHouse Chais -- six great-tasting, exotic teas designed to treat the palate.

(1) Source: 2005 Gallup Study of Hot Tea

Celestial Seasonings

Celestial Seasonings, a brand of The Hain Celestial Group, creates delicious, all-natural specialty teas that offer a variety of extraordinary tea-drinking experiences. Each of our more than 90 flavors is expertly crafted using only the highest quality 100% natural herbs, teas, spices and fruits to produce fresh, delicious tea. For over 30 years we've blended unique and healthful herb, green, white, black, red, organic, chai and wellness teas, each adorned with beautiful imagery and inspiring words and designed to delight your palate, nourish your body, and feed your mind and soul. For more information, visit www.celestialseasonings.com.

The Hain Celestial Group

The Hain Celestial Group (Nasdaq: HAIN - News), headquartered in Melville, NY, is a leading natural and organic 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®, Terra Chips®, Garden of Eatin'®, Health Valley®, WestSoy®, Earth's Best®, Arrowhead Mills®, Hain Pure Foods®, Raised Right®, Hollywood®, Walnut Acres Organic®, Imagine Foods®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Lima®, Biomarche®, Grains Noirs®, Natumi®, JASON® and Zia® Natural Skincare. For more information, visit www.hain-celestial.com.

Source: Celestial Seasonings