



Yves(R) Introduces Veggie Ground Round Turkey(R)

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New Pre-Cooked, Vegetable-Based Ground Turkey Makes Recipes Healthier Without Losing The Zest!

MELVILLE, N.Y., March 22, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- Who needs meat when you can have an equally delicious and healthier substitute? Yves (R) has introduced Veggie Ground Round Turkey(R), the newest member of Yves' best-selling soy-based, meatless family!

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

Yves Veggie Ground Round Turkey is filled with protein and is pre-cooked to replace the higher-fat traditional ground meat in any recipe. With only 60 calories for 1/3 cup, consumers can enjoy lower-fat and cholesterol-free meatless cuisine in all of their favorite recipes that call for ground meat.

Want to make your meatless three-alarm chili even more flavorful, or whip up a healthier Sloppy Joe for the family? Yves Veggie Ground Round Turkey keeps the consistency and taste of favorite recipes while at the same time providing plenty of protein and good-for-you Omega-3 fatty acids.

Yves has been innovating tasty, nutritious foods since 1985. Today, the line consists of more than 30 easy to use and nutritious soy-based meat alternatives. Made with soy protein, Yves Veggie Ground Round Turkey is a cholesterol-free alternative to traditional ground beef, ground turkey and other meat-based favorites.

Yves Veggie Ground Round Turkey and other new Yves products are located in the produce section of your local supermarket or specialty food store in the U.S. and Canada. Pre-cooked and easy to prepare, Yves offers flavor and convenience for health-conscious people on the go. For more information about Yves, log onto <http://www.yvesveggie.com>.

The Hain Celestial Group

The Hain Celestial Group (Nasdaq: HAIN), 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(R), Terra Chips(R), Garden of Eatin'(R), Health Valley(R), WestSoy(R), Earth's Best(R), Arrowhead Mills(R), DeBoles(R), Hain Pure Foods(R), Raised Right(TM), Hollywood(R), Spectrum Naturals(R), Spectrum Essentials(R), Walnut Acres Organic(TM), Imagine Foods(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Lima(R), Biomarche(TM), Grains Noirs(R), Natumi(R), JASON(R), Zia(R) Natural Skincare, Queen Helene(R), Batherapy(R) and Foottherapy(R). For more information, visit <http://www.hain-celestial.com>.

SOURCE The Hain Celestial Group

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