



Celestial Seasonings(R) New Green Tea Cracks the Bitterness Code, Sleepytime(R) Gets a New Flavor

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--The specialty tea leader celebrates 40 years with more innovative new varieties

BOULDER, Colo., Aug 06, 2009 /PRNewswire-FirstCall via COMTEX/ -- Celestial Seasonings(R) has developed a line of delicious green teas that eliminate the bitterness sometimes associated with green tea, and has introduced new Sleepytime(R) Vanilla, the bestselling herbal tea's first new flavor addition in more than 20 years. Coinciding with the tea maker's 40th anniversary, these new products continue the longstanding tradition of innovation from Celestial Seasonings, which includes virtually inventing the herbal tea category in North America and first introducing green tea to mainstream consumption.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080908/NYM036LOGO>)

"Since 1969, blending delicious, all-natural teas in a socially and environmentally responsible way has been, and will continue to be, Celestial Seasonings' priority," said Peter Burns, General Manager of Celestial Seasonings. "Now, in our 40th year, we're continuing to innovate - and our new green teas are a prime example. These new recipes will delight current green tea users, and will also allow those who have been turned off by green tea's sometimes bitter flavor to enjoy the health benefits and great taste of our new formulas."

The mature tea leaves with which regular green teas are made naturally contain high levels of tannins, which can sometimes cause bitterness. Celestial Seasonings created its smoother green teas by adding Bai Mu Dan white tea, whose delicate, silky flavor profile comes from selecting only the tender buds and low-tannin young leaves of the camellia sinensis plant. The white tea infusion creates a balanced and satisfying taste with the healthful antioxidants for which green and white tea are both known. New Celestial Seasonings Green Tea is available on store shelves in nine varieties, including Authentic, Honey Lemon Ginseng and Goji Berry Pomegranate.

Also available on store shelves now is Sleepytime Vanilla, the first new flavor addition to the Sleepytime product family in more than two decades. The new variety adds rich and creamy vanilla, a favorite flavor among specialty tea drinkers, to original Sleepytime's soothing blend of chamomile, spearmint and lemongrass. Since its introduction in 1972, more than 2 billion tea bags of the original Sleepytime have been sold, making it the all-time bestselling specialty tea in North America.

As they celebrate their 40th anniversary, Celestial Seasonings remains as focused as ever on their original mission: to provide good health, great taste and innovative variety in their products while maintaining a commitment to social and environmental responsibility in their business practices. This dedication to authenticity, along with the beloved iconic imagery and inspirational quotes on their boxes, has resulted in the highest brand awareness in the specialty tea category and the passionate support of tea enthusiasts everywhere.

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 the more than 90 flavors is expertly crafted using only the highest quality 100 percent natural herbs, teas, spices and fruits to produce fresh, delicious tea. For nearly 40 years, Celestial Seasonings has 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 spirit. For more information, visit www.celestialseasonings.com.

The Hain Celestial Group

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in almost all natural categories with well-known brands that include Celestial Seasonings(R), Terra(R), Garden of Eatin'(R), Health Valley(R), WestSoy(R), Earth's Best(R), Arrowhead Mills(R), MaraNatha(R), SunSpire(R), DeBoles(R), Hain Pure Foods(R), Hollywood(R), Spectrum Naturals(R), Spectrum Essentials(R), Walnut Acres Organic(R), Imagine(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Granose(R), Realeat(R), Linda McCartney(R), Daily Bread(TM), Lima(R), Grains Noirs(R), Natumi(R), JASON(R), Zia(R) Natural Skincare, Avalon Organics(R), Alba Botanica(R), Queen Helene(R), Tushies(R) and TenderCare(R). Hain Celestial has been providing "A Healthy Way of Life(TM)" since 1993. For more information, visit www.hain-celestial.com.

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