



The Greek Gods® Traditional Greek-Style Yogurt Launches New Flavours in Canada

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What's All the Hype About Greek-Style Yogurt Anyway? For starters, it's good for you!

TORONTO, Sept. 28, 2011 /PRNewswire via COMTEX/ -- Hain-Celestial Canada, ULC, a division of The Hain Celestial Group, Inc. (NASDAQ: HAIN), is pleased to announce the addition of two new flavours to its product line of The Greek Gods® traditional Greek-style yogurt. Honey Vanilla and Honey Strawberry are a delicious addition to this relatively new line of traditional Greek-style yogurt, which has been positively received in Canada.

(Logo: <http://photos.prnewswire.com/prnh/20050324/NYTH131>)

The *National Post* recently cited the NPD Group as designating yogurt as "food of the decade" and administered a taste test with several well-known Canadian food journalists and food enthusiasts comparing The Greek Gods traditional Greek-style yogurt to several leading national brands of Greek-style yogurt. The Greek Gods traditional Greek-style yogurt ranked the highest score in terms of taste, texture, aroma, and aftertaste, and was clearly a winning brand.

According to Scantrack, a service provided by The Nielsen Company, yogurt is a staple in today's households. Greek-style yogurt especially, has enjoyed much attention in the press lately due to its nutritional benefits, and rich creamy texture, which lends itself to an indulgent taste experience.

The Greek Gods traditional Greek-style yogurt is also a good source of calcium and live and active cultures. Nutritional benefits aside, The Greek Gods traditional Greek-style yogurt is unlike any other Greek-style yogurt on the market because of its amazing premium taste.

The Greek Gods traditional Greek-style yogurt retails between \$5.99 and \$6.99 and is available at Loblaw's and Whole Foods Market, in the following varieties:

- Traditional Plain Organic
- Honey
- Honey Strawberry
- Honey Vanilla

Greek-style yogurt is great for snacking, at any time of day, complementing meals, and is also ideal for a myriad of culinary uses. The traditional plain organic yogurt can be used in marinades, soups and dressings. The flavoured varieties are wonderful in a smoothie, parfait or fruit compote.

About Hain-Celestial Canada, ULC

The Hain Celestial Group, Inc. is a leading natural and organic products company in North America and Europe. Hain-Celestial Canada participates in several natural food categories including brands such as Terra®, Garden of Eatin'®, Earth's Best®, Casbah®, Imagine®, Yves Veggie Cuisine®, and Spectrum®. For more information, visit: <http://www.hain-celestial.ca/>.

SOURCE The Hain Celestial Group, Inc.