



## **Tilda Limited Announces Support of World Food Programme With Limited Edition Tilda® Pure Basmati Rice and New Mums Helping Mums Cookbook**

April 30, 2014

LAKE SUCCESS, N.Y., April 30, 2014 /PRNewswire/ -- Tilda Limited, a leading premium 100% branded Basmati and specialty rice products company, today announced its continued support for the United Nations World Food Programme (WFP) with a limited edition pack of Tilda® Pure Basmati Rice. The United Kingdom's leading Basmati rice brand will be donating one nutrition-boosting meal to mothers and mothers-to-be in Bangladesh for every limited edition pack of Tilda® Pure Basmati Rice sold. Through its 'Mums Helping Mums' campaign in the United Kingdom, Tilda Limited has donated more than one million meals to WFP, the world's largest humanitarian agency fighting hunger worldwide. The campaign is launching in the Canadian market in June 2014.



Additionally, Tilda Limited has launched a new downloadable *Mums Helping Mums Cookbook*, filled with favorite family recipes donated by celebrity mothers and grandmothers from the United Kingdom and Canada.

"We are proud to continue our support of the United Nations World Food Programme under Hain Celestial," said Rohit Samani—Managing Director of Tilda Limited. "Our efforts and funding have assisted mums in giving their children a better start in life. Through better nutrition, together we are making a difference."

The Tilda brand offers a range of over 60 dry rice and ready-to-heat branded products under the names Tilda®, Akash®, and Abu Shmagh® to consumers in over 40 countries, principally in the United Kingdom, the Middle East and North Africa, Continental Europe, North America and India.

### **The Hain Celestial Group, Inc.**

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company in North America and Europe. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Rudi's Organic Bakery®, Gluten Free Cafe™, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, GG UniqueFiber®, Tilda®, Akash Basmati®, Abu Shmagh®, JASON®, Avalon Organics®, Alba Botanica® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit [www.hain.com](http://www.hain.com).

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SOURCE The Hain Celestial Group, Inc.

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