



DREAM™ Introduces a New Look For Its Non-Dairy Beverages

July 8, 2014

LAKE SUCCESS, N.Y., July 8, 2014 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading organic and natural products company providing consumers with A Healthier Way of Life™ is proud to announce a packaging refresh for its **DREAM™** brand.



DREAM™ brand is the only brand that offers a full range of premium, great-tasting, non-dairy beverages, each providing specific nutritional benefits and targeting different taste profiles. The new packaging, designed by The Biondo Group, shows great taste appeal and consistency across the line, including shelf stable **RICE DREAM®**, **SOY DREAM®**, **ALMOND DREAM®**, **COCONUT DREAM®** and recently introduced new products **SPROUTED RICE DREAM™** and **CASHEW DREAM™** to help consumers easily identify their favorite **DREAM™** product on shelf. The refrigerated **RICE DREAM®** products will also transition to this new design.

The **DREAM™** brand has received Non-GMO Project verification on all of its existing products and the redesign communicates this exciting news right on the front of the packaging. In addition to the new design, **DREAM™** non-dairy beverages are transitioning to an easy-to-open screw cap that is more consumer-friendly.

"The packaging refresh allows the quality and many varieties of **DREAM™** to take center stage, and gives each non-dairy beverage a consistent, easily identifiable look," said Vice President in Marketing at Hain Celestial U.S., Donna Iannucci.

The **DREAM™** brand's next line of non-dairy beverages to be redesigned is its innovative line of **DREAM Blends™**. **DREAM Blends™ Almond, Cashew, & Hazelnut, DREAM Blends™ Coconut, Almond & Chia, and DREAM Blends™ Rice & Quinoa** will all soon display the same distinguished packaging style as the rest of the **DREAM™** brand's shelf-stable non-dairy beverages.

The origins of the **DREAM™** brand began in 1971 when **RICE DREAM®** and **SOY DREAM®** non-dairy beverages and non-dairy frozen desserts were created as a high quality food option. **DREAM™** non-dairy beverages are sold in 8-, 32- and 64-fluid ounce aseptic cartons for fresh taste and quality, plus easy storage.

The **DREAM™** brand also proudly offers non-dairy frozen desserts and novelties, non-dairy almond-based gelato, non-dairy yogurt and non-dairy chocolate. Look for **DREAM™** brand products in the non-dairy shelf stable sections and frozen sections of grocery and natural food stores.

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 Café™, 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®, 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.

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Francine Rivera, Hain Celestial, 516-587-5000,
francine.rivera@hain.com



