



GG® Brand Sweetens Its Scandinavian Thins Portfolio

06/24/2015

LAKE SUCCESS, N.Y., June 24, 2015 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN) a leading organic and natural products company providing consumers with A Healthier Way of Life™, announced the availability of a new variety of GG® Scandinavian Thins, Raisins & Honey with seeds. Like all GG® brand products, the new item is made with high quality Norwegian Wheat Bran. The Raisins & Honey Scandinavian Thins provide two grams of fiber per cracker and are a delicious alternative to indulgent snacks. The new item will be available in select Natural Grocers late this summer.



"Our line of GG® Scandinavian Thins are a perfect option for consumers looking to make wholesome snacks part of their daily routine," said Sam Garfinkel, Sr. Brand Manager, Snacks, at Hain Celestial. "Beyond the nutritional profile, this item adds a hint of sweetness to deliver the great taste that consumers expect."

Raisins & Honey Scandinavian Thins are made using seven simple non-GMO ingredients and contain 40 calories per serving. All of our GG® crackers are imported from Norway, where Norwegians have been perfecting the art of crafting unique Crispbreads and Thins for years.

GG® Raisins & Honey Scandinavian Thins can be found in select Natural Grocers beginning in July 2015, with a suggested retail price of \$2.99.

GG®

GG® began with a line of traditionally baked Crispbreads, which are still produced in Norway where it all began. The original recipe was created in 1935 after a long search for an effective and appetizing method of providing fiber as part of an everyday diet. Today the GG® brand portfolio includes Scandinavian Thins, Fiber Sprinkles and the Original GG Bran Crispbread®.

The Hain Celestial Group, Inc.

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. 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®, Casbah®, 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®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, 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®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A

Healthier Way of Life™ since 1993. For more information, visit www.hain.com

Logo - <http://photos.prnewswire.com/prnh/20130502/NY06743LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/gg-brand-sweetens-its-scandinavian-thins-portfolio-300103272.html>

SOURCE The Hain Celestial Group, Inc.

Sam Garfinkel, The Hain Celestial Group, Inc., 516-587-5000, Sam.Garfinkel@Hain.com