



Celestial Seasonings® Launches New Lines of Innovative Coffeehouse-Style Tea Beverages

July 15, 2015

New Products include Tea Lattes in Bottles and Concentrates, Plus New Teahouse Bagged Chai Varieties

BOULDER, Colo., July 15, 2015 /PRNewswire/ -- [Celestial Seasonings®](#), a brand of [The Hain Celestial Group, Inc.](#) (NASDAQ: HAIN), is pleased to announce the recent launch of several new lines of coffeehouse-style beverages featuring the goodness of tea plus on-trend flavors like Dirty Chai and Matcha Green. The brand's new Celestial™ Lattes are available in both ready-to-drink bottles and concentrated formats, while new Celestial™ Teahouse Chai Teas are offered in traditional tea bags.



"Consumer demand is growing for coffeehouse-style beverages that provide the benefits of tea without sacrificing exciting new flavors," says Tom Arcuri, vice president of sales and marketing at Celestial Seasonings, Inc. "We're excited to provide tea drinkers with the bold, indulgent flavors that they crave in the convenient formats they prefer."

Celestial Lattes are inspired by the "secret menus" of the world's best coffeehouses, where discerning consumers can request customized blends. These barista-style beverages are offered in ready-to-drink 9.5 oz. bottles and as concentrates that allow consumers to customize their lattes with their choice of milk or any non-dairy alternative. Celestial Lattes are available in four on-trend flavors:

- **Dirty Chai** – lively masala chai spiked with a shot of bold espresso
- **The Godfather** – authentic masala chai with bold espresso and rich cocoa
- **Mountain Chai** – a traditional masala chai with ginger, cardamom and cloves
- **Matcha Green** – a smooth blend featuring traditional matcha green tea powder

Celestial Teahouse Chai Teas combine the bold, coffeehouse-style flavors that tea consumers increasingly demand with the convenience and portability of bagged teas. Based upon a traditional masala chai recipe, Teahouse Chai Teas are available in both on-trend flavors and classic chai varieties:

- **Dirty Chai** – lively masala chai spiked with a shot of bold espresso
- **Coconut Thai Chai** – authentic masala chai plus coconut flavor and Thai spices
- **Mountain Chai** – a traditional masala chai with ginger, cardamom and cloves
- **Decaf Mountain Chai** – a true masala chai with decaf black tea and fragrant spices

Celestial Lattes and Celestial Teahouse Chai Teas feature the new Celestial Seasonings logo and the brand's updated packaging look and feel, which will be extended to the rest of the Celestial Seasonings product portfolio later this year. All items will be available on store shelves and at the [Celestial Seasonings Online Store](#) in summer 2015.

Celestial Seasonings, Inc.

For more than 40 years, Celestial Seasonings, Inc. (a subsidiary of The Hain Celestial Group, Inc., NASDAQ: HAIN) has created delicious specialty teas that are good for you and good for the world. The brand currently offers more than 70 unique varieties of herbal, green, black, wellness, Rooibos and chai teas, as well as ready-to-drink beverages like organic Kombucha and tea lattes. Each blend is expertly crafted from the finest herbs, teas, spices and botanicals, and is presented in packaging adorned with the beautiful imagery and inspiring words that are part of the brand's heritage. From calming and relaxing to refreshing and rejuvenating to everyday wellness support, there's a Celestial Seasonings® product for any mood, any moment, any time of day. For more information, visit [celestialseasonings.com](#) or [facebook.com/CelestialSeasonings](#).

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 Cafe™, 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.

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Rob Eiseman, Blue Chip, reiseman@bluechipww.com, 847.418.8051