



Celestial Seasonings® Introduces New Celestial™ Organics Teas

09/17/2015

Nine New Tea Varieties Meet Increased Consumer Demand for Certified Organic Options

BOULDER, Colo., Sept. 17, 2015 /PRNewswire/ -- [Celestial Seasonings®](#), a brand of [The Hain Celestial Group, Inc.](#) (NASDAQ: HAIN) and a leader in the specialty tea category since 1969, has introduced its new Celestial™ Organics premium tea offerings. Celestial Organics features nine new certified organic blends in two distinct lines: Herbal Teas and Teas for Wellness.



"Celestial Seasonings always strives for sustainability and transparency in ingredient sourcing and tea manufacturing, and our new Celestial Organics items are a reflection of that philosophy," said Tom Arcuri, vice president of sales and marketing at Celestial Seasonings, Inc. "All of the ingredients we source for our teas meet or exceed established standards for purity and quality, and we're happy to offer these innovative new certified organic options for consumers who appreciate the additional level of assurance that organic certification provides."

Celestial Organics features two product lines:

Celestial Organics Herbal Teas. These simple, delicious pairings of certified organic ingredients combine trend-forward botanicals like turmeric and cardamom with classic herbal tea favorites like chamomile and lemongrass. Celestial Organics Herbal Teas are available now in five varieties: Chamomile & Lavender, Cinnamon & Cardamom, Ginger & Turmeric, Lemon & Elderflower and Mint & Lemon Verbena.

Celestial Organics Teas for Wellness. These certified organic blends provide specific benefits for your body and support everyday wellness using only easily recognized ingredients. Whenever possible, these teas use pharmacopoeial grade botanicals to assure quality standards. Celestial Organics Teas for Wellness are available now in four varieties that address many of the top wellness needs of today's consumers: Detox Herbal Supplement, Digestion Herbal Tea, Immunity Herbal Supplement and Relaxation Herbal Supplement.

Like all Celestial Seasonings products, each Celestial Organics tea is sourced, blended, packaged and shipped in accordance with the brand's "Blended With Care From Seed to Sip" philosophy. From farmers' fields to consumers' tea cups, "Blended With Care" ensures that the brand's teas deliver the quality and taste that consumers expect and are produced in a way that protects the Earth's natural resources.

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 celestiaseasonings.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 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®, Joya®, 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.

©2015 Celestial Seasonings, Inc. All rights reserved.



Logo - <http://photos.prnewswire.com/prnh/20150714/236820LOGO>

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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/celestial-seasonings-introduces-new-celestial-organics-teas-300144761.html>

SOURCE The Hain Celestial Group, Inc.

Rob Eiseman, Blue Chip Marketing, 847-418-8051, reiseman@bluechipww.com