



## **Hain Pure Protein Corporation Announces New Brand Logo, Packaging, Products, And Consumer Campaign For Plainville Farms® Brand Poultry And Deli At The Annual Meat Conference In Nashville!**

February 16, 2016

NEW OXFORD, Pa., Feb. 16, 2016 /PRNewswire/ -- Hain Pure Protein Corporation ("HPPC"), a leading natural and organic poultry company that never, ever uses antibiotics, announces the introduction of a new logo and packaging for its Plainville Farms® brand reflecting Plainville Farm's values, heritage and innovation in new products. This will be supported by a new marketing campaign to increase consumer awareness of Plainville Farms® branded products in new and existing markets. The logo and packaging as well as new products will be unveiled at the Annual Meat Conference in Nashville, TN later this month and featured at the Natural Products Expo West in Anaheim, CA in March.



"Plainville Farms has been raising turkey on family farms since 1835 and as part of HPPC has expanded its product offerings and distribution to consumers across the United States," said Jay Lieberman, Chief Executive Officer of HPPC, which became a division of The Hain Celestial Group, Inc. (Nasdaq: HAIN) in July 2014. Lieberman continued, "Our commitment to the standards and values that have made this brand beloved to generations of families has enabled us to grow in current and new product areas, particularly whole, holiday and ground turkey, as well as deli products including organic chicken. Our new logo, packaging, products and consumer campaign will enhance communication of our product features and benefits to meet evolving consumer demand for natural and organic poultry products, while the retention of our Earthwise™ seal demonstrates our continued commitment to quality and consistency."

New products to be introduced at the Annual Meat Conference include pre-sliced Organic Chicken Breast. These new products in the Plainville Farms® deli line extend beyond its core competence in turkey.

In addition to never being given antibiotics, Plainville Farms® branded turkeys are only fed a vegetarian diet and are humanely raised on family farms in accordance with Plainville Farms' standards for humanely raising turkeys in a stress-free environment. Both natural and organic ground turkey and burgers in new packaging will begin shipping in February 2016, followed by an expanded line-up of deli turkey products later in the month, and the introduction of more new and innovative products throughout 2016.

### **About Hain Pure Protein Corporation**

**Hain Pure Protein Corporation is a division of The Hain Celestial Group, Inc.** (Nasdaq: HAIN), a leading organic and natural products company.

Hain Pure Protein offers a full line of turkey and chicken products under its Plainville Farms® and FreeBird® brand names, respectively, that are never, ever given antibiotics, including fresh whole and tray pack, frozen, deli, fully cooked, gluten-free and organic poultry products in the United States.



Logo - <http://photos.prnewswire.com/prnh/20160212/332868I.LOGO>

Logo - <http://photos.prnewswire.com/prnh/20130502/NY06743I.LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/hain-pure-protein-corporation-announces-new-brand-logo-packaging-products-and-consumer-campaign-for-plainville-farms-brand-poultry-and-deli-at-the-annual-meat-conference-in-nashville-300219834.html>

SOURCE The Hain Celestial Group, Inc.

Ellen Deutsch, Hain Pure Protein Corporation, 631-827-7109