



## Celestial Seasonings® Brings Back Iconic Packaging, Introduces Five New Tea Flavors And Re-Releases A Fan Favorite

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Celebrate Hot Tea Season with Celestial Seasonings "The Magic of Tea" Integrated Marketing Campaign

BOULDER, Colo., Sept. 15, 2016 /PRNewswire/ -- For nearly 50 years, the Celestial Seasonings® brand has brought the magic of tea to people around the world with its unique and captivating packaging, matching the goodness and flavor found inside the box. Today, Celestial Seasonings® is pleased to announce the return of the iconic artful packaging in response to consumer demand. Celestial Seasonings is also launching five new flavors and re-releasing a fan favorite to help tea drinkers savor more magical experiences this hot tea season.

"Last fall, we introduced refreshed packaging intended to modernize our look while maintaining our Celestial Seasonings heritage. Our passionate fans made it clear that our refreshed look was missing some of that special Celestial Seasonings magic," said Irwin D. Simon, Founder and Chief Executive Officer of Hain Celestial. "We've listened to our consumers and are excited to return to our classic, imaginative package design they feel passionate about, which has made Celestial Seasonings the leading specialty tea brand since 1969 and a key part of the Hain Celestial portfolio since 2000."



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Celestial Seasonings(R) beloved classic packaging has returned



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Celestial Seasonings(R) Almond Sunset(TM) Herbal Tea



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The Hain Celestial Group, Inc.





In addition to reintroducing the iconic classic packaging, Celestial Seasonings has launched five delicious new varieties to its herbal and green tea portfolios. The new flavors include:

- Sleepytime<sup>®</sup> Mint Herbal Tea: Peppermint leaves blended with the time-honored Sleepytime blend of calming herbs, including chamomile, spearmint and natural spearmint flavor.
- Sangria Zinger<sup>®</sup> Herbal Tea: A vibrant blend that captures the true taste of sangria with tart and tangy hibiscus and natural pineapple, blood orange and lemon flavors.
- Fireside Vanilla Spice<sup>™</sup> Herbal Tea: The perfect balance of sweet and spicy featuring cinnamon, licorice, plus ginger, cardamom and natural vanilla flavor.
- Matcha Green Tea: An invigorating combination of Japanese matcha powder with fine sencha-style green tea leaves.
- Ginger Green Tea: A nutty, balanced blend featuring both dried sencha-style green tea and pan-fired green tea, plus spicy, earthy ginger root.

Also due to consumer demand, the brand is re-releasing its popular Almond Sunset<sup>™</sup> Herbal Tea. Available exclusively online, this treasured Celestial Seasonings tea is a toasty blend of roasted carob and barley enhanced with rich and mellow almond flavor, orange peel and a hint of sweet cinnamon. This beloved tea and the five new varieties are now shipping.

"Celestial Seasonings is known for creating delicious specialty teas that add a sense of wonder to every sip," said David Ziegert, General Manager of Celestial Seasonings, "We decided to expand our current portfolio with these new and unique offerings after extensive customer feedback describing what they're looking for from us. Many fans also told us how much they missed our Almond Sunset variety—so we've brought it back and given them even more iconic blends to love."

In tandem with the return of Celestial Seasonings classic look and release of new flavors, the brand is launching an integrated marketing campaign titled "The Magic of Tea" to celebrate the uniquely Celestial Seasonings tea drinking experience with loyal fans and introduce the magic to new ones. The campaign will feature ads and custom animated videos across a wide network of digital channels, including an exciting experiential event in New York City this fall.

#### **About Celestial Seasonings, Inc.**

For nearly 50 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 tea lattes. Each blend is expertly crafted from the finest herbs, teas, spices and botanicals, and is presented in our iconic packaging that is adorned with 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 [celestiaalseasonings.com](http://celestiaalseasonings.com) or [facebook.com/CelestialSeasonings](https://facebook.com/CelestialSeasonings).

#### **About 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®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, 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's®, 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](http://www.hain.com).

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