



Sensible Portions® Announces Animated Movie Collaboration With DreamWorks Animation's "Trolls"

October 6, 2016

Specially-Marked Packages of Garden Veggie Straws® Available in Stores Nationwide

LAKE SUCCESS, N.Y., Oct. 6, 2016 /PRNewswire/ -- Sensible Portions® Garden Veggie Snacks, a Hain Celestial snack brand, is entering the colorful, wondrous world of "Trolls" as part of a nationwide licensing deal for DreamWorks Animation's new animated film. This is the first national movie campaign for Sensible Portions®, launching the brand's mission to become the go-to all-family snack in the natural snacks category.



"Sensible Portions® Garden Veggie Snacks provide families with delicious, better-for-you snacks that the whole family can enjoy," said Brett Hartmann, Director of Marketing, Snacks at Hain Celestial. "That's why this collaboration with 'Trolls' is such a perfect pairing. The collaboration links the ideal family snack with a family entertainment property and pop culture appeal."

Sensible Portions® brand will offer specially-marked packs of its Garden Veggie Straws® featuring "Trolls" characters in several sizes and flavors at retailers' nationwide beginning in early October for a limited time only. Just like all Sensible Portions® Garden Veggie Snacks, the straws combine ingredients from garden-grown potatoes and vegetables to provide families with a gluten-free snack that contains 30 percent less fat than the leading potato chip*. These products are made without genetically modified ingredients, artificial flavors, preservatives or added monosodium glutamate**.

Just in time for Halloween or anytime snacking, the specially-marked Garden Veggie Straws® will feature "Trolls" characters on its packaging, and will be available in 16 oz. bags and 1 oz. single-serve bags and in 6- and 18-packs in Sea Salt, Zesty Ranch and Cheddar flavors. Sensible Portions® brand will support the collaboration this fall with digital advertising, nationwide sampling events and a consumer sweepstakes.

From the creators of Shrek comes the smartest, funniest and most irreverent animated comedy. This holiday season, enter a colorful, wondrous world populated by hilariously unforgettable characters and discover the story of the overly optimistic Trolls, with a constant song on their lips, and the comically pessimistic Bergens, who are only happy when they have trolls in their stomach. "Trolls" debuts in theaters on November 4th.

For more information, visit www.sensibleportions.com or www.facebook.com/SensiblePortions.

**Sensible Portions® Garden Veggie Snacks have 7 grams of Total Fat, while the leading potato chip has 10 grams.*

***Monosodium glutamate occurs naturally in many foods, such as tomatoes and cheeses.*

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®, Lima®, Danival®, Happy®, 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

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