



## Hain Celestial Ushers in a Healthier Start to the Year with Better-For-You, Convenient Options

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*30+ years of expertise providing Americans with delicious foods & beverages made with high-quality ingredients and no artificial flavors and only colors from natural sources*

HOBOKEN, N.J., Jan. 7, 2025 /PRNewswire/ -- As we step into the New Year, Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading global health and wellness company whose purpose is to inspire healthier living through better-for-you brands, is helping consumers more easily embrace a healthier lifestyle with its wide range of delicious and convenient better-for-you snacking, beverage and meal prep solutions.



Hain has more than 30 years of focused expertise in the better-for-you space and collaborates with nutrition experts, pediatricians and a team of R&D experts to ensure its products are made with quality ingredients, only use flavor and colors from natural sources, and are prepared thoughtfully.

As 20% of Americans resolve to eat healthier in 2025<sup>1</sup>, Hain's commitment to better-for-you is stronger than ever, making it easier for everyone to start the year on the right foot.

### Elevate Snacking

Kickstart the New Year with better-for-you snacking options that satisfy your cravings.

- Elevate football season snacking with a bowl of better-for-you **Garden Veggie™ Flavor Burst™ Nacho Cheese** or **Zesty Ranch Flavored Tortilla Chips**, the No. 1 selling better-for-you salty snack new product in 2024<sup>2</sup>. They are certified gluten-free and combine the goodness of five kinds of vegetables (spinach, beet, red bell pepper, carrot and tomato) among other wholesome ingredients, such as Non-GMO corn, with no artificial flavors and no artificial preservatives.
- As routines are re-established in January, on-the-go snacks are a lifesaver for busy parents. **Earth's Best® Toddler Snacks** are the No. 1 natural and organic toddler snack brand<sup>3</sup>, and **Organic Veggie Puffs** available in Original and Cheddar flavors are a tasty, organic snack to keep on hand.
- Make eating vegetables easier with **TERRA® chips**, the No. 1 vegetable chip brand<sup>4</sup>, which are gluten free, Non-GMO, and are made with hand-selected ingredients such as sweet potatoes, peppery parsnips, golden kettle potatoes and mildly sweet batatas that are sliced, crisped and seasoned to perfection. Try **Original with Sea Salt**, **Blue**, **Mediterranean** or **Terra Screamin' Hot** flavors.

### Drink Well

Warm up with unique and distinctive teas in the wellness category.

- **Celestial Seasonings®** has more than 50 years of expertise in the specialty bagged tea category, and the brand's latest tea innovations – **Lemon Honey Drop** and **Sleepytime® Biotin Beauty Rest** – are Non-GMO Project verified with functional benefits for consumers. Lemon Honey Drop is a caffeine-free herbal tea that combines lemon and honey with 10% daily value of vitamin C in every cup. Sleepytime® Biotin Beauty Rest is caffeine free and features the beloved Sleepytime® blend with added biotin (vitamin B7) to complement your self-care routine. Another favorite for the New Year is **Sleepytime® Melatonin**, which is caffeine free and features the same Sleepytime® blend with added melatonin to help

with occasional sleeplessness.

### **Well-Balanced Meal Prep**

Start your New Year's resolutions on the right foot by enhancing meal prep with better-for-you ingredients.

- Soup season is in full swing, and the more than 50 varieties of **Imagine®** soups and broths are the perfect match for a chilly day. Enjoy them as a standalone soup or cook with them to elevate another better-for-you dish. The **Organic Vegetarian No-Chicken Broth** is made with fresh vegetables and perfect to add to any Veganuary menu. The majority of this brand is USDA-certified organic, Non-GMO, gluten-free, dairy-free, and soy free. The brand also has many vegan options.
- **Earth's Best® Organic Pouches** are a convenient way to incorporate yummy and wholesome foods into your little one's diet. Nutritious meals include **Beef Medley**, made with real organic beef, carrots and potatoes and **Chicken Casserole**, made with real organic chicken, veggies and grains. Incorporate dark leafy greens blended with yummy organic fruits with our **Apple Strawberry Spinach pouch**, and for 2+ year olds, Earth's Best **Brain Support Smoothie** is made with real apple, raspberry and avocado and includes functional benefits with choline and DHA nutrients for brain support.
- **The Greek Gods® Yogurt** brings the delicious taste and silky-smooth texture of Greek-style yogurt without the tang. Top the **Traditional Plain Yogurt** with a favorite fruit, honey or granola for a nice breakfast or a great addition to lunch.

Consumers can stock up on these better-for-you family favorites at destinations nationwide, including Walmart, Amazon, and Target.

### **About The Hain Celestial Group**

Hain Celestial Group is a leading health and wellness company whose purpose is to inspire healthier living for people, communities and the planet through better-for-you brands. For more than 30 years, Hain has intentionally focused on delivering nutrition and well-being that positively impacts today and tomorrow. Headquartered in Hoboken, N.J., Hain Celestial's products across snacks, baby/kids, beverages, meal preparation, and personal care, are marketed and sold in over 70 countries around the world. Our leading brands include Garden Veggie Snacks™, Terra® chips, Garden of Eatin'® snacks, Hartley's® jelly, Earth's Best® and Ella's Kitchen® baby and kids foods, Celestial Seasonings® teas, Joya® and Natumi® plant-based beverages, Greek Gods® yogurt, Cully & Sully®, Yorkshire Provender®, New Covent Garden® and Imagine® soups, Yves® and Linda McCartney's® (under license) meat-free, and Avalon Organics® personal care, among others. For more information, visit [hain.com](https://www.hain.com) and [LinkedIn](https://www.linkedin.com/company/hain-celestial).

1 [source: YouGov.com](https://www.yougov.com) poll

2 source: US Total MULO, September 2024

3 source: SPINS latest 24 weeks period ending 12/22/24

4 source: SPINS Conventional MULO 52 WE 10/6/24. In the Natural channel we are #1 in all time periods.



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