



A refreshed image for Linda McCartney Foods as it launches a new contemporary range

Continuing the success in 2008 with Linda McCartney Foods claiming the status of the fastest growing brand in the meat free market, the pioneering brand this year sets to launch a new range of contemporary dishes, a refreshed image and a renewed promise to deliver wholesome, tasty meat free food.

An innovator and creative free thinker, Linda McCartney was an inspiration in a world yet to fully appreciate or understand a vegetarian lifestyle. Linda's ethics still remain and are even more relevant and valuable now as consumers tighten their belts, are more health conscious and have become more aware of the environmental impact of mass meat production.

Linda's revolutionary cookbooks enabled people to have confidence, enthusiasm and know-how to prepare home-cooked vegetarian meals for all the family. The new dishes reflect our diverse society and love of exciting flavours and spices from around the world which have become staples of the British diet. Inspired by Linda's 'World of Vegetarian Cookery' recipe book, these new dishes add a fresh dimension to the brands' complete range of products.

As part of Linda McCartney's promise to deliver wholesome, tasty and nutritious food, the new dishes (and other popular dishes from the range) are **'free from'** artificial colours, flavours and preservatives, as well as being a good source of fibre and protein necessary to maintain a healthy diet.

The **Linda McCartney Thai Green Curry** with traditional Thai spices, coriander, galangal and Thai basil, compliment the succulent soya chunks, lime and coconut. Serve this famous Asian dish with basmati rice and steamed bok choy for a truly fragrant and warming meal.

The **Linda McCartney Balti Curry** is the perfect healthy dish for curry connoisseurs and beginners alike. The dish contains two of the recommended '5 a day' with chunky soya pieces enveloped in a rich, spicy curry sauce, chana daal and sweet mango, and of course, Balti spices such as turmeric, garam masala, cumin, coriander and chilli. Serve with hot naan bread or wild rice and a yoghurt and mint sauce.

An authentic middle-eastern spicy dish perfect for wintry days is the **Linda McCartney Moroccan Tagine**. A combination of rich spicy flavours, sweet fruits, lemon and chickpeas with the soya chunks, the dish can be enjoyed with a mound of cous cous, freshly chopped flat leaf parsley and mint, and a squeeze of lemon juice.

The McCartney family take part in every step of the process in creating a new product for the Linda McCartney range; from the early stages of deciding the ingredients and tweaking recipes, to the style of the photography and packaging; and so it is with the **revitalised image of Linda McCartney Foods**. The refreshed image reflects the personal connection between its creator and the McCartney family continuing Linda's ethics and values.

Frozen foods lock in nutrients and help to reduce food waste as they last longer than fresh produce. These new products continue Linda's mission, with the complete support of the McCartney family, in promoting a meat-free lifestyle to ensure a healthy future for our planet.



Editor's Notes:

New Linda McCartney Products:

Linda McCartney Thai Green Curry
Linda McCartney Balti Curry
Linda McCartney Moroccan Tagine

These new dishes are not only tasty and diverse they are also convenient; all of the dishes can be cooked in the microwave as well as a conventional oven.

The new Linda McCartney products will be available in leading stores across the country priced £2.49 by the end of February 2009.

New Packaging:

The packaging portrays a new logo and a new vision for the brand conceptualised by Paul McCartney, "Food to come home to", while Mary McCartney gave her photographic skills by taking the new food photography. The products are endorsed by the Vegetarian Society and have an honest approach to giving the consumer clear GDA information.

Linda McCartney products use non-Genetically Modified Soya, free range eggs and contain no hydrogenated fat.

The complete Linda McCartney range can be found on the new Linda McCartney Foods website. www.lindamccartneyfoods.co.uk and is available in all major multiple retailers, independent grocers and health food outlets, with prices ranging from approximately £1.59 - £2.49.

Irving, a design consultancy, were appointed in August 2008 by Hain Frozen Foods UK Ltd. Working closely with Hain Celestial and the McCartney family, they have evolved and developed the design of the packaging and brand mark of the new range for Linda McCartney food. www.irvingdesigns.com

Linda McCartney was the original food pioneer, inspiring across generations to enjoy meat-free meals. Linda believed in great tasting, honest and wholesome food that could be celebrated in a shared experience with family and friends. Her caring and intelligent attitude embodies the heart of the brand with each unique dish being inspired by Linda's home-cooking.

The Linda McCartney range, however, goes beyond vegetarianism; the delicious and tempting dishes can be part of a meat-reducing diet available for everyone for any occasion. The range is committed to producing food packed full of taste using quality ingredients, and has a conscience too. It is proud to use locally grown vegetables, such as potatoes from Norfolk, free-range eggs and free-range egg pasta, while salt is kept to a minimum in all products.

"Linda inspired countless people around the world to go meat-free. Linda was so passionate about demonstrating how delicious vegetarian food could be. She was a great believer that there is just as much taste and flavour in a meal that's meat free."

The McCartney Family



The Hain Celestial Group, owners of the Linda McCartney range, is the largest natural and organic food company in the world. Based in New York, the company manufactures, markets, distributes and sells natural and organic food products. The company's UK headquarters are in Luton, with factories in Luton, Fakenham, Manchester and London.

www.hain-celestial.co.uk

For further information on the Linda McCartney Foods range please contact

Gemma Bell at Purple
020 7434 7066
gemma@purplepr.com

Rachelle Atraktzi at Purple
020 7439 9888
rachelle@purplepr.com

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings®, Terra®, Garden of Eatin'®, Health Valley®, WestSoy®, Earth's Best®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Hain Pure Foods®, FreeBird™, Plainville Farms®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, Yves Veggie Cuisine®, Granose®, Realeat®, Linda McCartney®, Daily Bread™, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Tushies® and TenderCare®. Hain Celestial has been providing "A Healthy Way of Life™" since 1993.

For more information, visit www.hain-celestial.co.uk and www.hain-celestial.com.