

## Gluten-Free Growth Projected in 2014 Consumers Relate Gluten-Free Label to 'Healthier'

NEW OXFORD, Pa., Jan. 23, 2014 /PRNewswire -- Gluten Free looks poised for continued growth in 2014, according new research conducted on behalf of FreeBird chicken. Four in ten health conscious respondents (41%) are planning to buy more gluten-free products this year, with 57% intending to buy the same amount as they did in 2013. Notably 70% of those surveyed said they regularly purchased products that were labeled gluten free.

"We found it particularly interesting that gluten intolerance or celiac disease was only a factor among about 3 in 10 of these gluten free shoppers," commented Barb Quijano, Vice President of Marketing for Hain Pure Protein Corporation, which sells FreeBird® chicken and Plainville Farms® turkey, adding, "about half of the shoppers said they viewed gluten free as 'healthier'."

More than half of the consumers also stated that they preferred that their gluten free chicken also be antibiotic-free and family farmed.

In addition to gluten-free pre-cooked frozen products, Hain Pure Protein also offers FreeBird® premium lines of both fresh Antibiotic-free and Organic Chickens. All FreeBird chickens are humanely raised on family farms where they are fed a vegetarian diet, completely free of all animal byproducts. FreeBird Organic Chickens are free range and FreeBird Antibiotic-free Chickens are free to roam inside the barns.

This survey was part of the 2014 [Market LOHAS MamboTrack Annual Natural & Organic Consumer Study](#). For more information about FreeBird, visit [www.freebirdchicken.com](http://www.freebirdchicken.com).

**Hain Pure Protein Corporation** Hain Pure Protein Corporation is a joint venture between Pegasus Capital Advisors, L.P. and The Hain Celestial Group, Inc. (NASDAQ: HAIN). Hain Pure Protein Corporation is a leader in growing natural, antibiotic-free poultry produced under well-known brands that include FreeBird® and Plainville Farms® for major retailers, specialty and natural food stores, and foodservice operators nationwide. Their corporate offices are located in New Oxford, PA. For more information, contact 800.724.0206.

**About Market LOHAS (Lifestyle of Health and Sustainability)/Mambo Sprouts Marketing Research –** Features MamboTrack, a leading Online Natural and Organic Product Industry Consumer Research platform of 50,000 'real' opinion leader health and eco LOHAS shoppers.

The full 2014 Market LOHAS MamboTrack Annual Natural & Organic Consumer Study featuring health and eco product buying: Organic grocery products, coupon promotional trends, market insight and Special topics: Gluten Free, Organics, Non-GMO and Paleo Diet will be available for purchase in February 2014 at a special price of \$1,495. Add a Custom Natural Retail or Category Shopper Profile for only \$500.

Visit <http://www.marketlohas.com/research-reports.html> to purchase or to learn more about our LOHAS Health and Eco Consumer Online, Mobile Survey, Natural Foodie Focus Group market research & targeted healthy organic brand marketing solutions.

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