Study Finds Gluten-Free Products Poised for Growth

FreeBird

NEW OXFORD, Pa. (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 [1],

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.

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