

## Else Hits Shelves at All 350 Sprouts Farmers Market Stores with First Plant-Based Toddler Nutrition Product

*Else Complete Nutrition for Toddlers begins national rollout at Sprouts Farmers Market Nationwide*

VANCOUVER, BC, Feb. 8, 2021 /CNW/ – **ELSE NUTRITION HOLDINGS INC.** (TSXV: BABY) (OTCQX: BABYF) (FSE: OYL) (**“Else” or the “Company”**), the Plant-Based baby, toddler and children nutrition company is pleased to announce today that its Plant-Based Nutrition for Toddlers begins national rollout in over 350 stores nationwide at Sprouts Farmers Market.



# SPROUTS<sup>TM</sup>

## FARMERS MARKET

A recipient of the Clean Label Project’s Purity Award, Else’s Toddler Nutrition brings an organic, clean label alternative to cow’s milk and soy-based offerings now available in U.S. retail stores.

“Today marks a major milestone for Else,” said Ms. Hamutal Yitzhak, CEO and Co-Founder of Else. “Having our product available on shelves at this national, retailer is a key step in our mission of bringing whole, clean, sustainable nutrition alternatives for children everywhere,” she added.

The Else organic formula is primarily made of almonds, tapioca and buckwheat. These three core ingredients undergo an all-natural process that offers the protein, carbohydrates, and fat directly from the whole plants, along with phytonutrients, fiber, vitamins and minerals nature intended to provide optimal nourishment for children. Else organic formula is made with 100% non-GMO ingredients.

**About Sprouts Farmers Market**

True to its farm-stand heritage, Sprouts offers a unique grocery experience featuring an open layout with fresh produce at the heart of the store. Sprouts inspires wellness naturally with a carefully curated assortment of better-for-you products paired with purpose-driven people. The healthy grocer continues to bring the latest in wholesome, innovative products made with lifestyle-friendly ingredients such as organic, plant-based and gluten-free. Headquartered in Phoenix, and one of the fastest growing retailers in the country, Sprouts employs approximately 35,000 team members and operates more than 350 stores in 23 states nationwide.

### **About Else Nutrition Holdings Inc.**

Else Nutrition Holdings Inc is focused on innovative, plant-based, food and nutrition products for infants, toddlers, children and adults. Revolutionizing the global infant nutrition sector, Else provides the healthiest and most sustainable products possible that are all natural, whole foods, clean nutrition with a focus on transparency of ingredients and minimal manufacturing process. Else (formerly INDI) won the “2017 Best Health and Diet Solutions” award at the Global Food Innovation Summit in Milan. Else Toddler Nutrition was a #1 Best Seller on Amazon in the New Releases for the Baby/Toddler Formula category in Fall 2020. Else’s Executives include leaders hailing from the largest infant nutrition companies. Else advisory board members held executive roles in companies such as Mead Johnson, Abbott Nutrition, Plum Organics and leading infant nutrition Societies. Many of them currently serve in different roles in leading medical centers and academic institutes such as Boston Children’s Hospital, Pediatrics Harvard Medical School, Children’s Hospital Colorado Anschutz Medical Campus, University Hospital Brussels, Belgium, Tel Aviv University and Schneider Children’s Medical Center of Israel.

For more information, visit: [elsenutrition.com](http://elsenutrition.com) or @elsenutrition on Facebook and Instagram.

### **TSX Venture Exchange**

*Neither the TSX Venture Exchange nor its regulation services provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

### **Caution Regarding Forward-Looking Statements**

*This press release contains statements that may constitute “forward-looking statements” within the meaning of applicable securities legislation. Forward-looking statements are typically identified by words such as “will” or similar expressions. Forward-looking statements in this press release include statements with respect to the anticipated dates for filing the Company’s financial disclosure documents. Such forward-looking statements reflect current estimates, beliefs and assumptions, which are based on management’s perception of current conditions and expected future developments, as well as other factors management believes*

*are appropriate in the circumstances. No assurance can be given that the foregoing will prove to be correct. Forward-looking statements made in this press release assume, among others, the expectation that there will be no interruptions or supply chain failures as a result of COVID 19 and that the manufacturing, broker and supply logistic agreement with the Company do not terminate. Actual results may differ from the estimates, beliefs and assumptions expressed or implied in the forward-looking statements. Readers are cautioned not to place undue reliance on any forward-looking statements, which reflect management's expectations only as of the date of this press release. The Company disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.*



 View original content to download

multimedia:<http://www.prnewswire.com/news-releases/else-hits-shelves-at-all-350-sprouts-farmers-market-stores-with-first-plant-based-toddler-nutrition-product-301223619.html>

SOURCE Else Nutrition Holdings Inc.