

Else Nutrition Kids Products Launch at Retail

Else products to expand at Walmart, launching Else Kids Nutritional Shakes in stores in 35 states

VANCOUVER, British Columbia, Oct. 13, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, announces that Else Nutrition Kids Shakes are being put on the shelf in Walmart stores in 35 states including California, Florida, and Texas, in the best-selling Chocolate and Vanilla flavors, with other products to follow soon. Else products have been available on Walmart.com since the start of 2022 and will now expand in-store.

“We have seen very strong growth amongst US retailers in the last months, as they have recognized Else as the leader in supplying consumers with clean label plant-based complete nutrition products with unique benefits such as whole food minimally processed ingredients to support lifelong health and development,” said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition. “We deeply value our relationship with Walmart and appreciate the confidence they have shown in the Else brand already. Their choice to rollout Else products to stores in 35 states is a major retail achievement for Else and we anticipate even faster consumer growth as a result.”

The launch will raise awareness for Else products among consumers and retailers alike, and the company expects to expedite dozens of other retailers already in the process of starting to stock Else products or in discussions about when to do so.

The expansion to Walmart stores this year continues the company’s strategy to allow every family the choice of complete nutrition based on whole-plant ingredients without compromising on any macro-nutrients, essential vitamins, minerals, or taste.

“Walmart has always put customers first and we are proud to be part of fulfilling that by providing a product that offers complete nutrition, is plant-based, certified safe from heavy metals, and tastes great,” said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition.

For more information, visit: www.elsenutrition.com or follow Else Nutrition on [LinkedIn](#).

About Else Nutrition Holdings Inc.

Else Nutrition Holdings Inc. is a food and nutrition company in the international expansion stage focused on developing innovative, clean, and plant-based food and nutrition products for infants, toddlers, children, and adults. Its revolutionary, plant-based, non-soy formula is a clean-ingredient alternative to dairy-based formula. Else Nutrition (formerly INDI) won the “2017 Best Health and Diet Solutions” award at Milan’s Global Food Innovation Summit. The holding company, Else Nutrition Holdings Inc., is a publicly-traded company, listed on TSX Venture Exchange under the trading symbol BABY and is quoted on the US OTC Markets Q.X.

board under the trading symbol BABYF and the Frankfurt Exchange under the symbol OYL. Since launching its Plant-Based Complete Nutrition for Toddlers, made of whole foods, almonds, buckwheat, and tapioca, the brand has received thousands of powerful testimonials and reviews from parents and gained national retailer support from Sprouts Farmers Market, and achieved rapid sales growth. Else became the #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category. It recently won the 'Best Dairy Alternative' Award 2021 at World Plant-Based Expo and was a Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category.

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