

## Else Nutrition Products Now Available at 110 Schnucks Supermarkets

- *Else Toddler Organic is now stocked at over 100 Schnucks locations, expanding the company's footprint in the Midwest.*



VANCOUVER, British Columbia, July 25, 2023 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, announces that it has expanded its distribution in the Midwest market by partnering with Schnucks, a dominant supermarket chain in the region. Else Toddler Organic 22oz is now available on the shelves at an estimated 110 Schnucks locations across Missouri, Illinois, Indiana, and Wisconsin.

“We are thrilled to be partnering with Schnucks, a trusted name in the Midwest, to strengthen our regional distribution network further,” said Hamutal Yitzhak, CEO and Co-Founder of Else. “This collaboration underscores our commitment to making our clean-label, plant-based nutrition products accessible to families nationwide. By expanding our presence in the Midwest through Schnucks’ extensive network of stores, we are taking another significant step in our growth journey.”

To learn more about Else Nutrition and its range of products, visit [www.elsenutrition.com](http://www.elsenutrition.com)

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

Else Nutrition Holdings Inc. (TSXV: BABY, OTCQX: BABYF, FSE: OYL) 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 formulas. 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, gained national retailer support, and achieved rapid sales growth.

### Awards and Recognition:

- “2017 Best Health and Diet Solutions” award at Milan’s Global Food Innovation Summit
- #1 Best Seller on Amazon in the Fall of 2020 in the New Baby & Toddler Formula Category
- “Best Dairy Alternative” Award 2021 at World Plant-Based Expo
- Nexty Award Finalist at Expo West 2022 in the Plant-Based lifestyle category
- During September 2022, Else Super Cereal reached the #1 Best Seller in Baby Cereal

across all brands on Amazon

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*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 does 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.*

