

## **Else Nutrition Set to Bolster Northwest Distribution with Launch of Plant-Based Toddler Nutrition at Haggen Food & Pharmacy**

VANCOUVER, BC, May 10, 2021 /CNW/ – **ELSE NUTRITION HOLDINGS INC.** (TSXV: BABY.V) (OTCQX: BABYF) (FSE: OYL.F) (**“Else”** or the **“Company”**) the Plant-Based baby, toddler and children nutrition company, announces it will expand the distribution of its Plant-Based Complete Nutrition drink for Toddlers to all 15 Haggen Food and Pharmacy stores starting June 2021. Haggen Food and Pharmacy is a subsidiary of Albertsons.



“This retail expansion further strengthens our strategic presence in the Pacific Northwest; a region that has been showing particularly strong uptake of Else to date. Haggen embodies values which are of deep importance to our Company, including sustainability, community collaboration, and health and wellness,” said Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition. “We anticipate our clean label, whole food-based products will be well received by Haggen customers,” she added.

### **About Haggen Food & Pharmacy**

Established in 1933, and headquartered in Bellingham, Washington, Haggen operated 15 stores, all which are in Washington state. The company is the state’s 6<sup>th</sup> largest privately held company, producing the best of American quality and sustainability. Historically, Haggen was the largest independent grocery retailer in the Pacific Northwest, with locations in Washington and Oregon.

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

Else Nutrition GH Ltd. is an Israel-based food and nutrition company 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 the Global Food Innovation Summit in Milan. Else Plant-Based Complete Nutrition for Toddlers was recently ranked as the #1 Top seller in the baby and toddler formula category on Amazon. The holding company, Else Nutrition Holdings Inc., is a publicly

traded company, listed as TSX Venture Exchange under the trading symbol BABY and is quoted on the US OTC Markets QX board under the trading symbol BABYF and on the Frankfurt Exchange under the symbol 0YL. Else's Executives includes leaders hailing from leading infant nutrition companies. Many of Else advisory board members had past executive roles in companies such as Mead Johnson, Abbott Nutrition, Plum Organics and leading infant nutrition Societies, and some of them currently serve in different roles in leading medical centers and academic institutes such as Boston Children's Hospital, Pediatrics at Harvard Medical School, USA, Tel Aviv University, Schneider Children's Medical Center of Israel, Rambam Medical Center and Technion, Israel and University Hospital Brussels, Belgium.

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-nutrition-set-to-bolster-northwest-distribution-with-launch-of-plant-based-toddler-nutrition-at-haggen-food-pharmacy-301287045.html](http://www.prnewswire.com/news-releases/else-nutrition-set-to-bolster-northwest-distribution-with-launch-of-plant-based-toddler-nutrition-at-haggen-food-pharmacy-301287045.html)

SOURCE Else Nutrition Holdings Inc.