

## **Else Nutrition to Launch Plant-Based Toddler Nutrition at PCC Community Markets - Largest Consumer-Owned Food Co-Op in the U.S.**

VANCOUVER, BC, May 17, 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, announces that it has launched at PCC Community Markets, at all 15 locations in Washington State. PCC is America’s largest consumer-owned Food Co-Op and places an emphasis on organic and natural products.



“Launching at PCC further strengthens our presence in the Pacific Northwest, and is directly on strategy, partnering with like-minded partners who support sustainability, organic and better-for-health food options,” stated Hamutal Yitzhak, CEO and Co-Founder of Else Nutrition.

### **About PCC Markets**

PCC Community Markets is a food co-operative based in Seattle, Washington. With over 58,000 household members, it’s the largest consumer-owned food cooperative in the United States. Members and non-members may shop at the retail locations, but members receive certain discounts. The organization currently operates 15 retail locations in Washington State (with half in the Seattle area). PCC was founded in 1953 as Puget Consumers Co-Op and was renamed to PCC Natural Markets in 1998. It was then renamed PCC Community Markets in 2017. PCC is a member-owned and operated co-operative. Like other grocery co-operatives, the profits from the retail store operations go directly back into the stores or to the community (through classes, education or charitable efforts). PCC advocates public policies that support sustainable food and agricultural systems.

### **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 OYL. 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**

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### **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,*

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