

Else Plant-Based Toddler Nutrition to Hit Raley's-Owned Stores this Spring

VANCOUVER, BC, March 17, 2021 /CNW/ – **ELSE NUTRITION HOLDINGS INC.** (TSXV: BABY)(OTCQX: BABYF) (FSE: 0YL) (“**Else**” or the “**Company**”), the Plant-Based baby, toddler, and children nutrition company, today announces that it will be rolling out its Plant-Based Complete Nutrition for Toddlers at over 100 Raley’s, Bel Air Markets and Nob Hill Foods locations in Northern California and Nevada in April 2021.



“This marks excellent distribution growth for our organization. We’ve decided to strategically secure rapid coverage in the Northern California and Nevada regions, and this listing with Raley’s greatly advances us on this path,” said Hamutal Yitzhak, CEO & Co-Founder of Else Nutrition. “Raley’s maintains a family-owned culture with a true understanding and commitment to the customer experience. They have championed health and wellness for generations and are helping to change the way people eat. This aligns with the Else mission of bringing sustainable, better-for-you, balanced nutrition solutions and touching lives in a meaningful way,” she added.

About Raley’s

Raley’s is a privately-owned and family-operated customer experience grocery company headquartered in West Sacramento, CA. Their stores are the destination for the best fresh products, affordable offerings and personalized service, and the company’s commitment to infusing life with health and happiness by changing the way the world eats, one plate at a time, has made it a trusted source for food, nutrition, and wellness.

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 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-plant-based-toddler-nutrition-to-hit-raleys-owned-stores-this-spring-301249210.html>

SOURCE Else Nutrition Holdings Inc.