

Else Super Cereal Reaches #1 Best Seller Rank on Amazon.com in Baby Cereal Category

Reaching the best-seller status in this category on Amazon.com within months of launch is evidence of the rate of growth of Else Nutrition's cereal offering, also is the U.S. first Clean Label Purity Award Certified Baby Cereal – validated to be safe from heavy metals



VANCOUVER, British Columbia, Sept. 15, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)**, announces that Else Nutrition Super Cereal for babies has reached the number one best sellers rank for all baby cereals within months of its launch. Unlike the New Releases category, this ranks best-selling products across all brands on the Amazon.com platform.

“While we’ve reached best-seller status for Else products in the past in the New Releases category, this is the first time one of our products outranks all other competitors within a category on Amazon.com. This confirms parents desire a plant-based baby cereal that is nutritionally balanced, providing all macronutrients and essential vitamins and minerals,” said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition.

Else Super Cereal is the first baby cereal in the U.S. to be awarded the Clean Label Purity Award which certifies that it is safe from heavy metals, pesticides, and other contaminants. It has also received the Climate Pledge Friendly seal from Amazon as a reflection of the company’s commitment to sustainability.

“We are proud of the feedback we receive from customers about our cereal, whether from parents looking for an alternative or those feeding baby their first solid food. And with the recent focus on heavy metal levels in baby food, we are even more excited about being the first-ever baby cereal certified safe from heavy metals in the U.S., and look forward to welcoming many more parents and babies to the Else family.”

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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A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/cf89559f-d476-4944-bffd-65d3531ab9ed>

