

## Else to launch product rollout to “Big Y” stores in April

VANCOUVER, BC, April 7, 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 will begin its Northeast rollout by mid April 2021, through “Big Y” World Class Markets, out of Springfield Massachusetts. Else’s Plant-Based Nutrition for Toddlers will be available for purchase in all 71 Big Y grocery stores.



“Launching with Big Y represents another exciting milestone for Else,” said Hamutal Yitzhak, Else CEO and Co-Founder. “The northeast population size is paramount to the growth of our brand. Big Y’s large-format shelves and health-minded shoppers represent an opening into the progressive New England customer-base. We are eager to bring real, whole food-based, clean label solutions to families in this region,” she added.

### **About Big Y**

Big Y is one of the largest independently owned supermarket chains in New England, and it employs over 12,000 people. In 2020 Big Y was the 210th-largest private company in the United States, according to that year’s Forbes magazine “500 Largest Private Companies” list. As of October 2020, Big Y operates 71 supermarkets in Massachusetts and

Connecticut;<sup>[1][3]</sup> many of which are located in the metropolitan areas of Springfield, Worcester, Greater Boston, and Hartford. In addition to its traditional supermarkets, Big Y owns and operates two specialty markets: Table & Vine, a large specialty liquor and wine

store in West Springfield; and the Fresh Acres Market, a concept mixing an open-air-style farmers' market with upscale food choices, in Springfield. Big Y also operated two standalone pharmacies in Springfield and Wilbraham before eventually folding them into the pharmacies located in its nearby stores.

### **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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*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.*



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