

Else Toddler Nutrition Launches in over 500 Winn-Dixie Supermarket Stores

Entry into Winn-Dixie Supermarket Chain Significantly Boosts Else's Presence Across the Southern United States



VANCOUVER, British Columbia, Sept. 12, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) ("Else" or the "Company")**, announces that it has started its rollout of Else Plant-Based Complete Nutrition products for toddlers at Winn-Dixie's and by the end of September will be fully available in its 515 locations.

"Winn-Dixie marks a significant distribution addition for the Else brand, strategically strengthening our retailer presence across the South and making our Plant-Based, Clean-Label Nutrition products more accessible to millions of Americans," said Hamutal Yitzhak, CEO, and Co-Founder of Else Nutrition.

Winn-Dixie Stores, Inc., is a supermarket chain headquartered in Jacksonville, Florida. Winn-Dixie operates more than 515 stores in Florida, Alabama, Louisiana, Georgia, and Mississippi. The company has had its present name since 1955 and can trace its roots back to 1925.

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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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 does 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.

A photo accompanying this announcement is available at
<https://www.globenewswire.com/NewsRoom/AttachmentNg/0c3626b4-0881-451e-91df-6f14f938fd1f>

