



media
kit





By The Numbers.

The **1st** viable choice other than dairy and soy in over **120** years

3 main ingredients you can actually pronounce

0 hormones, antibiotics or GMOs

100% dairy-free, soy-free, gluten-free, corn syrup-free and cruelty-free

92% whole plant ingredients

The answer for the nearly **30%** of families choosing a flexitarian lifestyle

53% of babies (under 1 year) who suffer from food allergies are allergic to cow's milk formula

3 visionary founders ready to disrupt a **\$70** billion market

1 game-changing, globally-patented, pediatrician-endorsed alternative

And for all who want a cleaner, more sustainable way to nourish their babies and toddlers

It's truly something else.



Who is **else.**

Our mission is a simple one – to create real, plant-based alternatives for parents who want a cleaner, more sustainable way to nourish their babies.

WE ARE ELSE. We are a globally patented, plant-based alternative to dairy and soy-based formulas and nutrition products. Else is made with whole plant ingredients, using the cleanest production process and 3 core ingredients—ones you can actually pronounce: almonds, buckwheat, and tapioca.

We're different than anything else out there, meeting the highest standard for nutrition and parent standards for a clean label. Else is endorsed by Pediatricians and Nutritionists alike.

But why flip the script on everything we've come to expect from baby nutrition? Because we've stood where today's parents are standing. And we demanded something different, too.

It's more than nutrition. It's truly something else.



Baby Nutrition Reimagined.

We were born out of the personal quest of a caring grandfather seeking to find a solution for his granddaughter who suffered from severe baby formula allergies. Our vision is to transform feeding for babies and families worldwide.



Today's Parents Deserve Something Else.

The world is changing, and so should nutrition. We're here for the moms and dads who have been searching for a different option. Those who have children with allergies. Those who want a plant-based lifestyle. Those who have been wandering the baby aisle in search of something cleaner. Something else.

Unlike Anything Else. Ever.

When it comes to infant and toddler formula, little has changed in the last 120 years. The dominant choices are made primarily with dairy or soy. Yet, parents have been demanding a real alternative for decades.

We heard them. And we're changing things.

Introducing the first clean label, plant-based alternative for complete nutrition beyond the first year. It's the real alternative, made with 3 whole plant ingredients and a clean process.

- **Plant-Based**
- **Dairy-Free**
- **Soy-Free**
- **Corn Syrup-Free**
- **Non-GMO**
- **Globally Patented**
- **Endorsed by Leading Pediatricians & Nutritionists**
- **Delicious**
- **Organic**
- **Vegan**
- **Sustainable**

Else Nutrition provides a full, essential amino acid profile, imitating the nutritional gold standard composition values of breast milk. Made with our 'Beyond Organic' disruptive and science-backed process, we sustainably transform whole plants, without the use of highly-processed extracts or chemicals. It's the kind of food-processing you'd want for your baby, not like that from a highly-industrialized factory.



Our Clean, Whole Food Approach.

Complete Nutrition. No Chemicals. And No Compromise.

Transforming whole plants through
the cleanest, all-natural process.



almonds



tapioca



buckwheat



92%

of our product is made from 3 main ingredients.
But it's not just our ingredients that differentiate
us, it's also our disruptive, science-driven, clean,
whole food production process.

We Do Not Alter The Chemistry.

what's left out:

- ✗ No highly processed extracts, solvents or derivatives
- ✗ No use of purified oils
- ✗ No chemical-processing
- ✗ No highly-processed ingredients

what's kept in:

- ✓ Real whole foods (almonds and buckwheat) in their natural form
- ✓ All the protein, fats, and carbohydrates needed, obtained directly from the whole plants
- ✓ Phytonutrients, fiber, vitamins and minerals are more abundant when consumed as part of a whole food

Our Three Main Ingredients.



ALMONDS

Organic almonds provide an excellent source of protein, healthy fats and essential vitamins like Vitamin E. They're a whole food alternative to cow's milk whey, casein or processed soy. Highly-digestible, and have been shown to have anti-inflammatory effects. Almonds are prebiotics that favorably alter the microbiome of the intestinal tract.



TAPIOCA

Derived from the root vegetable cassava (think: yuca), tapioca is an easily digestible carbohydrate made using water and an all-natural enzyme.



BUCKWHEAT

Buckwheat is a high-quality, gluten-free plant with grain like seeds and source of protein (full amino acid profile) and nutritious carbohydrates. Nutrient-dense, fiber-rich, and a great source of antioxidants, it provides baby with essential macronutrients from a whole plant. Also a favorable prebiotic for the intestinal tract.

These nutritious, organic ingredients make up over 92% of our formula.



We plan to launch our plant-based infant formula soon.

Our Fearless Leaders

Our Executive and Advisory Board includes leaders hailing from Abbott Nutrition, Mead Johnson, Boston Children's Hospital, ESPGHAN (European Society for Pediatric Gastroenterology, Hepatology and Nutrition), Tel Aviv University's Sackler Faculty of Medicine, and Gastroenterology, Nutrition Institute of RAMBAM Medical Center and Plum Organics.



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Co-Founder, CEO, Director



Uriel Kesler
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Are You With Us? Share Our Movement.

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