



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.



Our First Product.

Introducing the first clean label, plant-based alternative, which provides complete nutrition beyond the first year.

Else Toddler Nutrition will be sold initially in powder form, ready to drink in just seconds. It will be available online at elsenutrition.com for pre-ordering, with official sales starting later in August at the same e-store.

Sales will also roll-out via Amazon, and at select specialty retailers by summer of 2020. The suggested retail price is \$36 for a 22 oz. powder canister.

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



Nutrition Facts

36 servings
Serving size 2 scoops (18g)

Amount per serving
Calories 90

	% Daily Value*
Total Fat 4g	11%
Saturated Fat 0.5g	4%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 35mg	2%
Total Carbohydrate 9g	6%
Dietary Fiber <1g	4%
Total Sugars 1g	3%
Includes <1g Added Sugars	3%
Protein 3g	10%

Vitamin D 1.4mcg 9%	Calcium 106mg 15%
Iron 1.6mg 22%	Potassium 130 mg 4%
Vitamin A 105mcg 35%	Vitamin C 13mg 30%
Vitamin E 1.4mg 25%	Thiamin 90mg 20%
Riboflavin 1.5mg 30%	Niacin 0.7mg 10%
Vitamin B ₆ 60mcg 10%	Folate 17mcg DFE 10%
Vitamin B ₁₂ 0.3mcg 30%	Biotin 2.6mcg 30%
Pantothenic Acid 0.8mg 40%	Phosphorus 87mg 20%
Magnesium 30mg 40%	Zinc 1.0mg 40%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 1,000 calories a day is used for general nutrition advice.

*Our clean, whole food process means ingredients in their natural form. Like nature, the color of our product may vary.

INGREDIENTS:

Almond Butter, Buckwheat Flour, Tapioca Starch, Less than 2% of: Calcium Carbonate, C. Case 23.6, Alpine Oil, Sodium Hydroxide, Stearin, Citric Acid, Dihydroxyacetone, Potassium Chloride, Calcium Citrate, Calcium Carbonate, Vitamin A, Ascorbic Acid, Vitamin E Acetate, Phosphorus, Thiamine Mononitrate, Riboflavin, Nicotinamide, Panthothenic Acid, Inositol Hydrochloride, Biotin, Folic Acid, Vitamin B₆, Salicin, Ascorbate, Ferric Pyrophosphate, Zinc, Zinc Oxide, Sugar, Cytidine-5', Monophosphate, Sucrose-6-phosphate, Adenosine-5', Monophosphate, Uridine-5', Monophosphate, Inositol-5', Monophosphate, Choline Bitartrate, L-Carnitine, Inositol, Taurine.

Allergen Information - Contains Almonds

STORAGE: Store powder at room temperature, avoid extreme temperature. After opening, keep to tightly closed, store in a dry area, and use contents within 60 days. Use by date on can end.

Manufactured for Else Nutrition USA, Inc. 500 Broadway, 12th Floor New York, NY 10038

If you have questions, we are here. call us toll free 1-888-875-4343 (1-888-875-4343) or visit: elsenutrition.com

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