



**AUGUST
2022**

Who is else.

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



ALMOND
BUTTER



BUCKWHEAT
POWDER



CASSAVA ROOT
(TAPIOCA)



NEW INNOVATION TO GROW YOUR BABY CATEGORY



ALMONDS

BUCKWHEAT

TAPIOCA

Low sugar

20+ vitamins & minerals

Natural fiber

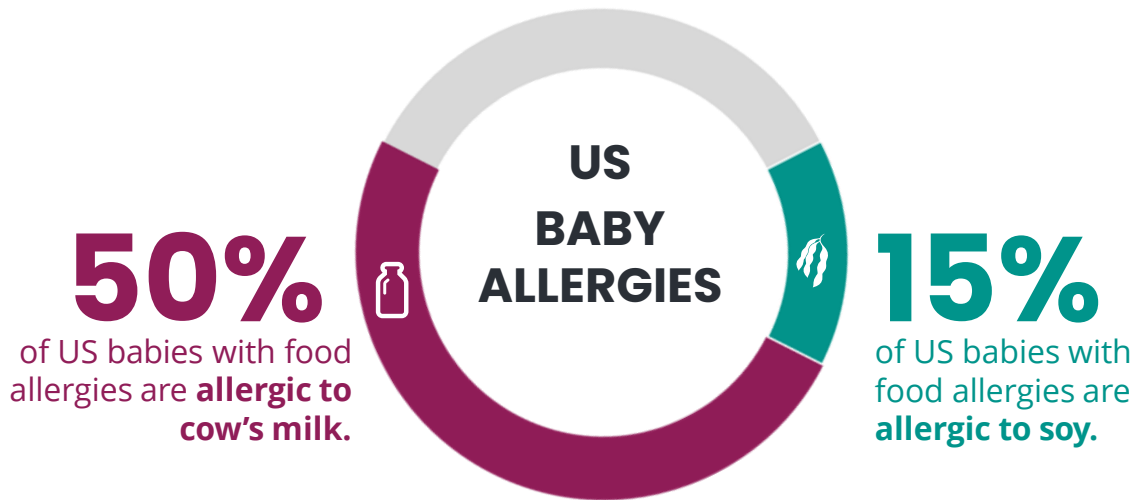
No dairy

No soy

No gums

No fillers

WHY IS THERE A NEED?



Nearly Half
of Baby/Toddler Formulas sold in the US are **specialty milk formulas**. Catering to allergies / Intolerances



Allergies

↑ Dairy, Soy, Pea



Sensitivities

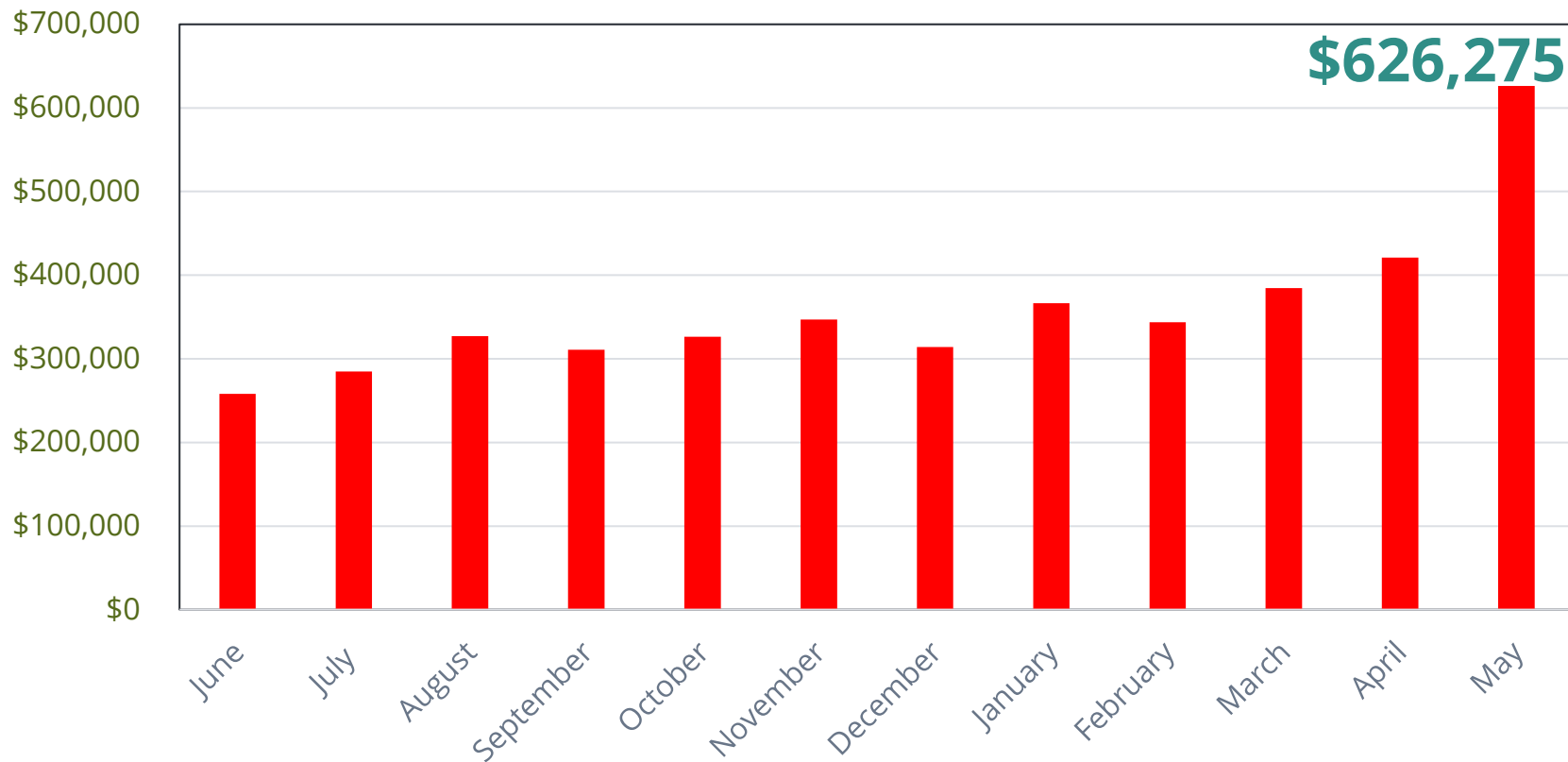
40% of GI complaints



Plant Based / Vegan

800,000 kids

ELSE GROWTH L52 WEEKS



All sales across Amazon, EN.com, and SPINs by Market

SHOPPER ACCESS PROGRAMS

SNAP / EBT Cards:

All Else Nutrition products are eligible for SNAP and for shoppers to use their EBT cards.



HSA Cards:

For shoppers who would like to leverage their Health Savings Account (HSA) program, they can do so with our products and a note/prescription from their provider



WIC Program:

Else Nutrition continues to expand WIC eligibility
Oklahoma WIC eligible August 1st, 2022



PORTFOLIO

For ALL babies 6 months and up




For Toddlers who are allergic, sensitive, vegan



For Kids (2yr+) who need additional nutrition for growth



PRODUCT SPECS

 Item Description	Unit						Case							Pallet			
	FULL UPC (parts to the right)	Manufacturer Item #	Contents Weight	Height	Width	Depth	UPC	Pack	Weight	Height	Width	Depth	Cube (ft)	Ti	Hi	Total Cases	Gross Weight
Else, Plant-Based Complete Nutrition for Toddlers	8-50016-32300-2	32300	22 oz	5.2"	5.15"	5.15"	108-50016-32300-9	6	8.7 lb	5.9"	10.8"	16"	0.59	10	7	70	732.5 lb
Else, Plant-Based Complete Nutrition for Toddlers, Omega	8-50016-32321-7	32321	22 oz	5.2"	5.15"	5.15"	108-50016-32321-4	6	8.7 lb	5.9"	10.8"	16"	0.59	10	7	70	732.5 lb
Else, Plant-Based Complete Nutrition for Kids Chocolate Flavor	8-50016-32302-6	32302	16 oz	5.2"	5.2"	5.2"	108-50016-32302-3	6	6.5 lb	6"	10.5"	16.2"	0.59	10	8	80	732.5 lb
Else, Plant-Powered Super Cereal, Vanilla	8-50016-32317-0	32317	7 oz	8.1875"	6.125"	2.5"	208-50016-32317-4	6	3.2 lb	7.5"	7.5"	10"	0.33	18	8	144*	505 lb

Shelf life -
Days

Dry

365



ELSE PLANT-POWERED, SUPER NUTRITION ALMOND & BUCKWHEAT CEREAL

Clean Label Purity Award Certified

Else Super Cereal was awarded the Clean Label Purity Award, which tests products for over 400 impurities like Arsenic, Lead, Cadmium and others. That's because we use the cleanest ingredients and process available to ensure this highest level of purity for your baby!

Whole Food Ingredients

Made with >80% almonds, buckwheat and tapioca.

Super nutrition for growing babies' needs

- ✓ All 9 essential amino acids
- ✓ Healthy unsaturated fats
- ✓ Gluten-free carbohydrates
- ✓ 20+ essential vitamins and minerals

4 Nutritious & Delicious Flavors!



original

mango

banana

vanilla



ELSE CEREAL IS BETTER THAN OTHER OPTIONS

	Else Super Cereal	Gerber Organic Rice Cereal	Earth's Best Organic Rice Cereal	Beech-nut Organic Oatmeal Cereal	Happy Baby Oats & Quinoa
Size	7oz	8oz	8oz	8oz	7oz
Calories	60	60	50	60	50
Protein (g)	2	1	1	2	2
Healthy Fat (g)	2	0.5	0	1	1
Carbs (g)	10	12	11	10	9
Fiber (g)	<1	0	0	2	1
Sugars (g)	<1	2	0	1	1
Number of Vitamins	11	8	1	9	1
Number of Minerals	8	5	1	4	2
Clean Label	✓	✗	✗	✗	✗
Whole Plant	✓	?	?	?	?
9 Essential Amino Acids	✓	✗	✗	✗	Yes
Gluten Free	✓	✓	✓	✗	✓
Price / oz	\$0.99	\$0.50	\$0.44	\$0.47	\$0.47



Else Plant-based Complete Nutrition for Toddler: the game changer

- ❖ **Organic**, Vegan, non-GMO, Gluten-free, Soy-free
- ❖ **Plant-based** made from **3 plants...**
Almonds, Buckwheat and Cassava Root (Tapioca)
- ❖ **Clean-Label Certified**, all natural and minimally processed
- ❖ **Sustainable** with minimal ecological footprint

Early Adopters are

- ❖ Vegan, Vegetarian & Flexitarian
- ❖ Progressive Health Seekers
- ❖ Allergic & Sensitive

Product SKU Info:

- ❖ 22 oz can (case of 6)
- ❖ (17 servings)



ELSE TODDLER IS BETTER THAN OTHER OPTIONS

Per Serving	Else™ Toddler	Silk® Organic Original Almond Milk	Organic Whole Milk	Enfagrow PREMIUM™ Toddler Natural Milk Flavor
Serving Size	8 oz	8 oz	8 oz	8 oz
Calories	180	50	149	160
Protein (g)	5	<1	8	6
Fat (g)	9	3.5	8	6
Carbohydrate (g)	19	8	13	20
Sugar (g)	2	7	12	11
Added sugar (g)	2	7	0	2
Fiber (g)	2	<1	0	<1
20+ Vitamins & Minerals	✓	✗	✗	✓
Plant-based	✓	✓	✗	✗
Organic	✓	✓	✓	✗
Clean Label Certified	✓	✗	✗	✗

*For comparison purpose only: Enfagrow standard dilution yields ~7 oz per manufacturer; values noted reflect standard serving nutritional values



NEW Else Nutrition Toddler Omega Product: driving more access to our products

- ❖ **Omega**, includes both Omega 3 & 6, but is non-organic

- ❖ **Plant-based** made from **3 plants...**

Almonds, Buckwheat and Tapioca

- ❖ **Clean-Label Certified**, all natural and minimally processed

Driven by Pediatricians and Consumer demand

- ❖ Moms wanted less expensive option, willing to forego Organic

- ❖ Peds wanted something more suitable

**This is the evolution of our award-winning Toddler Organic,
with a better price point and stronger initial sales online.
And we are giving it to you as it aligns most with your shoppers!**



Else Plant-based Complete Nutrition Shakes for Kids:

4 flavors

- ❖ **Organic**, Vegan, non-GMO, Gluten-free, Soy-free
- ❖ **Plant-based** made from **Almonds, Buckwheat and Cassava Root (Tapioca)**
- ❖ **Clean-Label Certified**, all natural and minimally processed
- ❖ **Sustainable** with minimal ecological footprint
- ❖ Packed with proteins, healthy fats, over 20 Essential Nutrients that kids deserve.
- ❖ 50% less sugar than the leading brand



ELSE KIDS IS BETTER THAN OTHER OPTIONS

Per Serving	Else™ Kids	Pediasure® Grow & Gain Powder	Pediasure® Grow & Gain Liquid	BOOST® Kids Essentials™
Serving Size	8 oz	8 oz	8 oz	8 oz
Calories	210	220	220	240
Protein (g)	5	6	6	7
Fat (g)	8	9	9	9
Carbohydrate (g)	29	29	29	32
Sugar (g)	4	12	12	9
Added sugar (g)	4	12	12	9
Fiber (g)	2	<1	<1	0
20+ Vitamins & Minerals	YES	YES	YES	YES
Plant-based	✓	✗	✗	✗
Organic	✓	✗	✗	✗
Clean Label Certified	✓	✗	✗	✗
Price per serving	\$2.30	\$1.75	\$1.99	\$1.25



DRIVING TRIAL

DRIVING PARENTS TO PURCHASE

\$5+ Million Dollars spend in 2022

Social Facebook, Instagram, YouTube
Influencers Shawn Johnson, Ashley Tisdale, Alicia Silverstone, Tori Spelling
Media Parenting magazines, TV test, Parenting events, PR

**Good Housekeeping
World Plant based Expo
Expo West 2022**

Awarded the coveted Parenting Award in 2021
Best Dairy Alternative in 2021
NEXTY Award Finalist in 2022



American Academy
of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN



HCP-Dedicated Website



TRADE SHOWS

Natural
Products
EXPO EAST®

Natural
Products
EXPO WEST®

 **PLANT BASED
WORLD EXPO**
NORTH AMERICA

  **KeHE**

NACDS **ANNUAL**

ecrm



Baby & Infant Program

 Jul 12-14, 2022 | Virtual Program



PASSION

THANK
YOU



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