Else Nutrition Announces Successful Completion of Second Full-Scale Manufacturing Run and Commencement of Third Full-Scale Run in Early November

VANCOUVER, BC, Oct. 29, 2020 /CNW/ - ELSE NUTRITION HOLDINGS INC. **(TSX-V: BABY) (OTCQX: BABYF) (FSE: 0YL)** ("**Else**" or the "**Company**"), a commercial stage developer of plant-based alternatives to dairy-based baby nutrition, is pleased to provide an update on its North American product launch of its plant-based Toddler Nutrition product.

Else has successfully completed a second commercial manufacturing run, 300% larger than the initial production run, and will commence a third manufacturing run in early November. This planned production run is expected to be 200% larger than the second run, and 600% larger than the inaugural one. Successful scale-up of production while maintaining a consistent and high-quality product is a major inflection point in the Company's go-to market strategy. As a result, Else will generate additional inventory to service the Company's expansion in the U.S. market as it rapidly expands into retail distribution, and scales its online sales.

"We are encouraged by the early response to our long awaited product launch, and equally pleased to have to ramp up our inventory as we continue to see strong demand for our novel, clean-label, plant-based Toddler Nutrition product," said Mrs. Hamutal Yitzhak, CEO and Co-Founder of Else. "We are grateful for the very positive daily feedback from parents across North America, and look forward to bringing the product to store shelves soon. Additionally, a consistent, high quality and scalable manufacturing process is a critical pillar of our business – we are pleased to have successfully completed two commercial scale runs and look forward to exponentially scaling the next one.

Else has completed the setup and order automation processes by signing up with a third-party logistics company. This provider has warehouses across the U.S. and Canada which will support Else's E-commerce sales. Online order shipments have already commenced.

Else Nutrition's Plant-Based Complete Nutrition for Toddlers & Babies (12+ mo.) is now available for sale on Else's e-store at elsenutrition.com, and on Amazon.com. The Company also recently added subscription plans on its e-store.

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. 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 0YL. 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 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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For further information: Ms. Hamutal Yitzhak, CEO, Co-Founder & Director, ELSE Nutrition Holdings Inc., E: hamutaly@elsenutrition.com, P: +972(0)3-6445095; Mr. Sokhie Puar, Director of Else Nutrition, Email: sokhiep@elsenutrition.com, Telephone: 604-603-7787

CO: Else Nutrition Holdings Inc.

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