



Where nutrition gets real.

cereal (6 months+)



toddler (1-2 yrs)



kids (2 years+)



contact us:

info@elsenutrition.com
visit our website

where to buy:

Online at [elsenutrition.com](https://www.elsenutrition.com) and [Amazon](https://www.amazon.com)
or at your local retail store

Baby Nutrition Reimagined.

Plant-Based, Clean Label Certified, Complete Nutrition for Toddlers

Introducing our USDA Organic, Clean Label (purity award certified), Plant-Based toddler drink designed to support your little one grow big & strong.

Made with over 90% whole plant ingredients that provide high-quality plant- protein, healthy fats, complex carbs and fiber, and 20+ vitamins & minerals essential for healthy growth & development of toddlers.



12-24 months

- Made from **3 core whole plant ingredients: Almonds, Buckwheat and Tapioca**

- Pediatrician & nutritionist endorsed
- Minimally processed ingredients with the cleanest production we can use
- Toddler-approved taste
- Dairy and soy-free
- Gluten-free
- Corn syrup-free
- Non-gmo

else®



Clean Nutrition. Clean Conscience.



Else Plant-Based Complete Nutrition for Toddlers

Nutrition Facts

About 17 servings per can

Serving size 4 scoops (36g)

Amount per serving

Calories 180

% Daily Value*

Total Fat 9g 23%

Saturated Fat 0.5g 5%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 60mg 4%

Total Carbohydrate 20g 13%

Dietary Fiber 2g 14%

Total Sugars 3g

Includes 1g Added Sugars 4%

Protein 5g 17%

Vitamin D 4mcg 25% Calcium 240mg 35%

Iron 4mg 60% Potassium 320mg 10%

Vitamin A 237mcg RAE 80% Vitamin C 5mg 35%

Vitamin E 7mg 120% Thiamine 0.3mg 70%

Riboflavin 0.4mg 80% Niacin 1.5mg NE 25%

Vitamin B6 0.1mg 30% Biotin 7.3mcg 90%

Choline 50mg 25% Phosphorus 193mg 40%

Vitamin B12 0.4mcg 40% Zinc 2.7mg 90%

Pantothenic Acid 2mg 100% Magnesium 66mg 80%

Copper 0.2mg 70% Vitamin K 18mcg 60%

Manganese 0.4mg 35% Iodine 54 mcg 60%

Folate 40mcg DFE (Folic acid 24mcg) 25%

*The % Daily Value (DV) 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 for children 1-3 years

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

'I was so happy when I read the ingredients list, as it is literally only what you need! Its Vgean, Dairy and Gluten free, which is very important to me! I counted down the days till my baby's first birthday when we could start using Else! After five days all of his skin rashes were almost all gone!'



Baby Nutrition Reimagined.

Plant-Based, Clean Label Certified, Complete Nutrition for Toddlers

Introducing our Clean Label, Plant-Based formula packed with protein, vitamins, and key minerals to help your little one grow big and strong. Made with over 90% whole food plant-based ingredients - almond, buckwheat, and tapioca and 20+ vitamins and minerals designed to support healthy growth & development of toddlers.



- Made from **3 core whole food ingredients: Almonds, Buckwheat and Tapioca.**
- Pediatrician & nutritionist endorsed
- Minimally processed ingredients with the cleanest production we can use
- Toddler-approved taste, with 50% less sugar than leading brands

else®



Clean Nutrition. Clean Conscience.



Nutrition Facts

About 17 servings per can
Serving size **4 scoops (36g)**

Amount per serving
Calories 180

% Daily Value*

Total Fat 9g **23%**

Saturated Fat 2.5g **25%**

Monounsaturated Fat 4.5g

Polyunsaturated Fat 2g

Linoleic Acid 1815mg

n-3 Alpha Linolenic Acid 92mg

Trans Fat 0g

Cholesterol 0g **0%**

Sodium 65mg **4%**

Total Carbohydrate 20g **13%**

Dietary Fiber <1g **7%**

Total Sugars 2g

Includes 1g Added Sugars **4%**

Protein 5g **17%**

Vitamin D 4mcg 25% Calcium 173mg 25%

Vitamin A 170mcg RAE 60% Iron 2mg 25%

Vitamin E 5mg 80% Potassium 306mg 10%

Vitamin K 16 mcg 50% Magnesium 61mg 80%

Thiamine 0.4mg 70% Niacin 2.3mg NE 40%

Riboflavin 0.6mg 110% Biotin 12mcg 140%

Vitamin B6 0.2mg 50% Phosphorus 168mg 35%

Vitamin B12 0.4mcg 45% Iodine 45 mcg 50%

Pantothenic Acid 2.8mg 150% Copper 197mcg 70%

Vitamin C 5mg 35% Manganese 0.4mg 30%

Choline 50 mg 25% Zinc 1.3mg 45%

Folate 111mcg DFE (Folic acid 67mcg) 70%

*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 for children 1-3 years.

'Best formula out there in my opinion. I actually used this before my daughter turned a year (beginning when she was only 4 months until now. She's 9 months). Pediatrician checked it out and gave the okay since the only infant formula that didn't make her projectile vomit was recalled. In any case, she loves this stuff, has had little to no reflux and has so much energy! I hope this company never stops making this formula because literally all the other plant based options out there are soy based which my baby can't have! Normally I buy it off Amazon but lately it's been in and out of stock on Amazon which is why I came to the company website to purchase. I thought it would take way longer to ship but surprisingly it shipped super quick and I had it in my hands within 3 days of ordering. So yeah, great experience with Else nutrition.g Else! After five days all of his skin rashes were almost all gone!'

Tabitha Agu
Mom to 3yr old



Else Plant-Powered Super Cereal

Almond & Buckwheat

Introducing the 1st Clean Label Project Purity Award Certified Baby Cereal in the U.S. - Safe from Heavy Metals

6+ Months



**organic
dairy & soy-free
gluten-free
corn syrup-free
non-gmo
enriched with**

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!

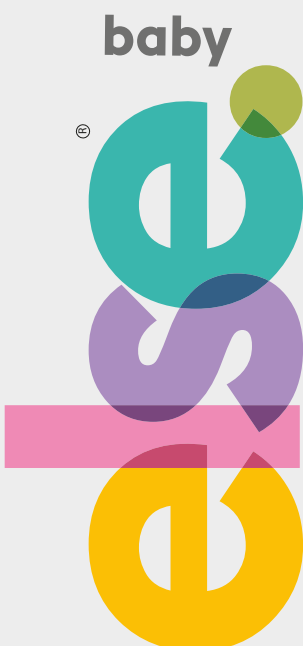
Whole Food Ingredients

Made with more than 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
- ✓ 50% of iron recommended value in 1 serving

4 Nutritious & Delicious Flavors!



original

mango

banana

vanilla



Make a super choice when it comes to baby's cereal.

Your baby is growing fast, every spoonful counts! Pack as much nutrition you can into every meal with the addition of Else Super Cereal.

Made with more than 80% whole plants ingredients: Almonds, Buckwheat and Tapioca. Unlike standard baby cereals based mainly on carbs, Else Super Cereal provides a unique combination of nutritionally balanced gluten-free carbohydrates, high-quality plant protein, healthy fats and 20+ essential vitamins and minerals

original

Nutrition Facts		
About 13 servings per pouch		
Serving size		3 tbs (15g)
Amount per serving		
Calories	60	
	% Daily Value*	
	Infant <1 year	Children 1-3 years
Total Fat 2g		5%
Saturated Fat 0g	7%	0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 0mg		0%
Total Carbohydrate 10g	11%	7%
Dietary Fiber <1g		4%
Total Sugars 0g		0%
includes 0g added sugars		
Protein 2g	8%	7%
Vitamin D 1.6mcg	15%	10%
Calcium 63mg	25%	8%
Iron 5.8mg	50%	80%
Potassium 94mg	15%	4%
Vitamin A 77mcg RAE	15%	25%
Vitamin E 1.7mg	35%	30%
Thiamine 0.1mg	45%	25%
Riboflavin 0.1mg	35%	25%
Vitamin B6 0.05mg	15%	10%
Vitamin B12 0.1mcg	25%	15%
Pantothenic Acid 0.8mg	45%	40%
Vitamin C 2.2mg	4%	15%
Niacin 0.7mg NE	15%	10%
Magnesium 28mg	35%	30%
Choline 21mg	15%	10%
Biotin 3mcg	50%	35%
Phosphorus 44mg	15%	10%
Zinc 1.1mg	35%	35%
Folate 25mcg DFE (Folic acid 15mcg)	30%	15%
Copper 0.1mg	35%	20%
Manganese 0.2mg	30%	15%
Iodine 22mcg	15%	25%

*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 for children 1-3 years.

mango

Nutrition Facts		
About 13 servings per pouch		
Serving size		3 tbs (15g)
Amount per serving		
Calories	60	
	% Daily Value*	
	Infant <1 year	Children 1-3 years
Total Fat 2g		5%
Saturated Fat 0g	7%	0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 0mg		0%
Total Carbohydrate 10g	11%	7%
Dietary Fiber <1g		5%
Total Sugars <1g		0%
includes 0g added sugars		
Protein 2g	8%	7%
Vitamin D 1.6mcg	15%	10%
Calcium 63mg	25%	10%
Iron 5.7mg	50%	80%
Potassium 111mg	15%	4%
Vitamin A 77mcg RAE	15%	25%
Vitamin E 1.7mg	35%	30%
Thiamine 0.1mg	45%	25%
Riboflavin 0.1mg	35%	25%
Vitamin B6 0.05mg	15%	10%
Vitamin B12 0.1mcg	25%	15%
Pantothenic Acid 0.8mg	45%	40%
Vitamin C 2.2mg	4%	15%
Niacin 0.7mg NE	15%	10%
Magnesium 23mg	30%	30%
Choline 19mg	15%	10%
Biotin 2.9mcg	50%	35%
Phosphorus 39mg	15%	8%
Zinc 1mg	35%	35%
Folate 25mcg DFE (Folic acid 15mcg)	30%	15%
Copper 0.1mg	35%	20%
Manganese 0.1mg	25%	10%
Iodine 22mcg	15%	25%

*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 for children 1-3 years.

banana

Nutrition Facts		
About 13 servings per pouch		
Serving size		3 tbs (15g)
Amount per serving		
Calories	60	
	% Daily Value*	
	Infant <1 year	Children 1-3 years
Total Fat 2g		5%
Saturated Fat 0g	7%	0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 0mg		0%
Total Carbohydrate 10g	11%	7%
Dietary Fiber <1g		4%
Total Sugars <1g		0%
includes 0g added sugars		
Protein 2g	8%	7%
Vitamin D 1.6mcg	15%	10%
Calcium 63mg	25%	8%
Iron 5.7mg	50%	80%
Potassium 111mg	15%	4%
Vitamin A 77mcg RAE	15%	25%
Vitamin E 1.7mg	35%	30%
Thiamine 0.1mg	45%	25%
Riboflavin 0.1mg	35%	25%
Vitamin B6 0.05mg	15%	10%
Vitamin B12 0.1mcg	25%	15%
Pantothenic Acid 0.8mg	45%	40%
Vitamin C 2.2mg	4%	15%
Niacin 0.7mg NE	15%	10%
Magnesium 23mg	30%	30%
Choline 19mg	15%	10%
Biotin 2.9mcg	50%	35%
Phosphorus 39mg	15%	8%
Zinc 1mg	35%	35%
Folate 25mcg DFE (Folic acid 15mcg)	30%	15%
Copper 0.1mg	30%	20%
Manganese 0.1mg	25%	10%
Iodine 22mcg	15%	25%

*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 for children 1-3 years.

vanilla

Nutrition Facts		
About 13 servings per pouch		
Serving size		3 tbs (15g)
Amount per serving		
Calories	60	
	% Daily Value*	
	Infant <1 year	Children 1-3 years
Total Fat 2g		5%
Saturated Fat 0g	7%	0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 0mg		0%
Total Carbohydrate 10g	11%	7%
Dietary Fiber <1g		4%
Total Sugars 0g		0%
includes 0g added sugars		
Protein 2g	8%	7%
Vitamin D 1.6mcg	15%	10%
Calcium 64mg	25%	10%
Iron 5.8mg	50%	80%
Potassium 95mg	15%	4%
Vitamin A 77mcg RAE	15%	25%
Vitamin E 1.7mg	35%	30%
Thiamine 0.1mg	45%	25%
Riboflavin 0.1mg	35%	25%
Vitamin B6 0.05mg	15%	10%
Vitamin B12 0.1mcg	25%	15%
Pantothenic Acid 0.8mg	45%	40%
Vitamin C 2.2mg	4%	15%
Niacin 0.7mg NE	15%	10%
Magnesium 26mg	35%	30%
Choline 20mg	15%	10%
Biotin 2.9mcg	50%	35%
Phosphorus 43mg	15%	10%
Zinc 1.1mg	35%	35%
Folate 25mcg DFE (Folic acid 15mcg)	30%	15%
Copper 0.1mg	30%	20%
Manganese 0.2mg	30%	15%
Iodine 22mcg	15%	25%

*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 for children 1-3 years.

Else Plant-Powered Complete Nutrition

for kids

Introducing clean, Plant-Based complete nutrition for kiddos that tastes like a treat! Packed with protein, healthy carbs, healthy fats, and over 20 essential nutrients kids need. It's clean fuel for growth, with 50% less sugar than leading brands!



- Made from **3 core whole food ingredients: Almonds, Buckwheat and Tapioca.**
- Pediatrician & Nutritionist endorsed
- Minimally processed ingredients with the cleanest production we can use
- Kid approved taste



else



Clean Nutrition. Clean Conscience.



Nutrition Facts

10 servings	6 scoops (45g)
Serving size	
Amount per serving	
Calories	210
	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	6%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 75mg	4%
Total Carbohydrate 28g	10%
Dietary Fiber 1g	4%
Total Sugars 4g	
Includes 4g Added Sugars	8%
Protein 5g	5%
Vitamin D 7mcg 35%	Magnesium 66mg 35%
Calcium 280mg 20%	Potassium 360mg 8%
Magnesium 65mg 15%	Vitamin C 7mg 10%
Vitamin A 400mcg RAE 45%	Thiamine 500mcg 40%
Vitamin E 4mg 25%	Niacin 2mg 15%
Riboflavin 600mcg 45%	Choline 70mg 15%
Vitamin B6 225mcg 15%	Biotin 11mcg 35%
Vitamin B12 1mcg 40%	Phosphorus 210mg 15%
Pantothenic Acid 3mg 60%	Zinc 4mg 35%
Folate 42mcg DFE (Folic acid 25mcg) 45%	

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

with natural
**vanilla
flavor**

with real
COCOA

Nutrition Facts

10 servings	5 scoops (45g)
Serving size	
Amount per serving	
Calories	210
	% Daily Value*
Total Fat 8g	10%
Saturated Fat 1g	6%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 75mg	4%
Total Carbohydrate 29g	10%
Dietary Fiber 2g	7%
Total Sugars 4g	
Includes 4g Added Sugars	8%
Protein 5g	5%
Vitamin D 7mcg 35%	Iron 6mg 35%
Calcium 280mg 20%	Potassium 390mg 8%
Magnesium 70mg 15%	Vitamin C 7mg 10%
Vitamin A 390mcg RAE 45%	Thiamine 490mcg 40%
Vitamin E 4mg 25%	Niacin 2mg 15%
Riboflavin 580mcg 45%	Choline 67mg 10%
Vitamin B6 220mcg 15%	Biotin 11mcg 35%
Vitamin B12 1mcg 40%	Phosphorus 180mg 15%
Pantothenic Acid 3mg 60%	Zinc 4mg 35%
Folate 41mcg DFE (Folic acid 25mcg) 45%	

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

'The product met or exceeded my expectations in all areas. Attractive packaging, clean ingredients, healthy but yummy flavor.. If you start giving this to your kid, I don't know how you could go back to the other formulas. It might be that consumers should not expect the powder to fully dissolve - but I think the small lumps are tasty.'

Gila Barit
Mom to 5yr old

Where nutrition gets real

Plant-Powered Complete Nutrition Shake *for kids*

Now available as a Ready to Drink!

Packed with protein, gluten-free carbs, unsaturated fats and 25 essential nutrients kids need. It is clean fuel for growth, lower in sugar but with a taste that kids love!

9g protein



DELICIOUS CLEAN NUTRITION with
40% less sugar
than the leading brand

NEW!

2 years +

else[®]

- ✓ Made from >90% **Minimally processed whole plants: Almonds, Buckwheat, and Tapioca**
- ✓ **Cleanest production** we can use
- ✓ **Clean Label** purity award certified
- ✓ **Pediatrician** and **Nutritionist** endorsed
- ✓ **Kid approved** taste
- ✓ **Dairy & soy-free**
- ✓ **Gluten & Corn syrup-free**
- ✓ **Non-gmo, no fillers or gums**

4
PACK
ready to drink



Clean Nutrition. Clean Conscience.

Naturally whole
plant powered purity

with real
cocoa

NUTRITION FACTS SERVING SIZE 1 CARTON (236 mL)	
Amount per serving	
Calories	250
	% Daily Value*
Total Fat 13g	17%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 80mg	3%
Total Carbohydrate 25g	9%
Dietary Fiber 3g	11%
Total Sugars 5g	
Includes 4g Added Sugars	8%
Protein 9g	13%
Vitamin D 8mcg	40%
Calcium 322mg	25%
Iron 8mg	40%
Potassium 470mg	10%
Magnesium 103mg	25%
Vitamin C 13mg	15%
Vitamin K 33mg	25%
Vitamin A 523mcg RAE	60%
Thiamine 0.6mg	50%
Vitamin E 12mg	80%
Niacin 4mg NE	20%
Riboflavin 0.9mg	70%
Choline 75mg	15%
Vitamin B6 0.3mg	20%
Biotin 19mcg	60%
Vitamin B12 0.9mcg	40%
Phosphorus 290mg	25%
Pantothenic Acid 4mg	80%
Zinc 5mg	45%
Folate 80mcg DFE (48mcg Folic acid)	20%
Copper 0.4mg	45%
Selenium 29mcg	50%
Inositol 178mg	
Manganese 0.8mg	35%
Iodine 105mcg	70%
Chloride 180mg	8%

INGREDIENTS:
Water, Almond Butter, Buckwheat Flour. Less than 2% of: Sugar, Tapioca Maltodextrin, Cocoa powder, Natural flavors, Sunflower Lecithin, Calcium Carbonate, Sodium Citrate Dihydrate, Potassium Chloride, Tricalcium Phosphate, Vitamin A Acetate, Cholecalciferol (D3), Vitamin E Acetate, Phylloquinone (K1), Thiamine Mononitrate (B1), Riboflavin (B2), Niacinamide (B3), Pantothenic Acid (B5), Pyridoxine Hydrochloride (B6), Biotin (B8), Folic Acid (B9), Cyanocobalamin (B12), Sodium Ascorbate (C), Ferric Pyrophosphate, Zinc Sulfate, Choline Bitartrate, Inositol, Sodium Selenate, Potassium Iodide.
Contains Tree Nuts (Almonds)
Manufactured for Else Nutrition USA, Inc. 501 W. Schrock Road, Suite 200, Westerville, OH 43081

NUTRITION FACTS SERVING SIZE 1 CARTON (236 mL)	
Amount per serving	
Calories	250
	% Daily Value*
Total Fat 12g	15%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 80mg	3%
Total Carbohydrate 26g	9%
Dietary Fiber 3g	11%
Total Sugars 5g	
Includes 4g Added Sugars	8%
Protein 9g	13%
Vitamin D 8mcg	40%
Calcium 319mg	25%
Iron 7mg	40%
Potassium 410mg	8%
Magnesium 103mg	25%
Vitamin C 13mg	15%
Vitamin K 33mg	25%
Vitamin A 523mcg RAE	60%
Thiamine 0.6mg	50%
Vitamin E 12mg	80%
Niacin 4mg NE	20%
Riboflavin 0.9mg	70%
Choline 75mg	15%
Vitamin B6 0.3mg	20%
Biotin 19mcg	60%
Vitamin B12 0.9mcg	40%
Phosphorus 280mg	20%
Pantothenic Acid 4mg	80%
Zinc 5mg	45%
Folate 80mcg DFE (48mcg Folic acid)	20%
Copper 0.3mg	35%
Selenium 29mcg	50%
Inositol 178mg	
Manganese 0.7mg	30%
Iodine 105mcg	70%
Chloride 180mg	8%

INGREDIENTS:
Water, Almond Butter, Buckwheat Flour. Less than 2% of: Sugar, Tapioca Maltodextrin, Natural Flavors, Sunflower Lecithin, Calcium Carbonate, Sodium Citrate Dihydrate, Potassium Chloride, Tricalcium Phosphate, Vitamin A Acetate, Cholecalciferol (D3), Vitamin E Acetate, Phylloquinone (K1), Thiamine Mononitrate (B1), Riboflavin (B2), Niacinamide (B3), Pantothenic Acid (B5), Pyridoxine Hydrochloride (B6), Biotin (B8), Folic Acid (B9), Cyanocobalamin (B12), Sodium Ascorbate (C), Ferric Pyrophosphate, Zinc Sulfate, Choline Bitartrate, Inositol, Sodium Selenate, Potassium Iodide.
Contains Tree Nuts (Almonds)
Manufactured for Else Nutrition USA, Inc. 501 W. Schrock Road, Suite 200, Westerville, OH 43081

with natural
vanilla
flavor

Both myself and my children love this. They drink it happily and especially love it in hot chocolate. We had tried other plant based nutrition powders and my son hated all the others. So the fact that he loves this says something!! I love it because of the nutrients they are getting. Brings peace of mind, especially on the days when we are out and about or days when they are pickier than usual with their eating!

Daniella Orkin
Mom to 8yr old

”

contact us:
info@elsenutrition.com
visit our website

where to buy:
Online at [elsenutrition.com](https://www.elsenutrition.com) and [Amazon](https://www.amazon.com)
or at your local retail store