

# PIP INTERNATIONAL'S ULTIMATE PEA PROTEIN, UP.P™ HELPS FOOD MANUFACTURERS STAND OUT AGAINST THE COMPETITION

In Lethbridge, Alberta, Canada, Protein Isolate Plant (PIP) International's pilot pea-processing and testing facility is located in a converted craft brewery. Here, PIP's patented Ultimate Pea Protein, UP.P™, is extracted using a targeted reaction that quickly and gently extracts proteins, keeping their functional properties intact.

This means that PIP International offers food manufacturers a plant-based protein solution that not only tastes great but also helps reduce their carbon footprint. UP.P™ is a high-quality pea protein that is derived from yellow peas, which regenerate the soil with nitrogen. "Yellow peas are a natural environmental steward. They're nitrogen-fixing, which means they generate nitrogen in symbiosis with bacteria, rather than requiring fertilizer. They're non-GMO, and they're packed with protein," explains PIP's CEO, Christine Lewington.

UP.P™ is also rich in essential amino acids, making it a superior protein source for consumers who prefer plant-based alternatives. In addition to being nutritionally sound, UP.P™ boasts high solubility, gelling, foaming, and binding properties. These attributes allow for diverse applications in alternative



dairy, cheese, spoonables, beverages, confectioneries, and specialty items. "The critical need for more protein has created a drive for increased plant-based protein options," states Lewington.

"Plant proteins have a much lower environmental impact than animal-based proteins. We consider yellow peas as one of the best options considering its nutritional properties, high protein content, regenerative soil characteristics, and low-cost abundant global supply. It has one of the highest plant protein nutritional profiles as it contains all nine essential amino acids."

PIP understands the importance of offering food manufacturers a traceable and affordable plant-protein ingredient. Utilizing leading-edge ag-tech traceability to track peas from our farms to protein for your family. Our sustainable design and practices significantly reduce our operating costs which helps ensure that UP.P™ is also an affordable plant-protein option.

"Innovations have allowed us to reduce processing time, save significant energy costs, and produce a plant-protein with flexible attributes thanks to new technologies. The result is a great-tasting premium product without the premium price," says Lewington.

In less than a year, PIP has received \$7 million in purchase orders, striking deals with several food manufacturing companies, and is positioning itself to be one of the leading suppliers in the plant-based protein market.

If you're a food manufacturer looking for a plant-based protein solution that will help you stand out against the competition, look no further than UP.P™ by PIP International. Contact us today to learn more about how we can help you create delicious and sustainable products: [inquiries@pip-international.com](mailto:inquiries@pip-international.com). Learn more about PIP International at: [www.pip-international.com](http://www.pip-international.com).  
[www.pip-international.com](http://www.pip-international.com)