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In a world where health-conscious consumers are turning to plant-based alternatives, the pursuit of high-quality, sustainable, and delectable plant-based protein sources has reached a critical juncture. At the forefront of this quest stands PIP International, a leader in plant-based protein innovation, located in Lethbridge, Alberta, Canada. Through their ground-breaking patented extraction process, PIP International showcases an exceptional product that not only boasts unmatched visual appeal and superior functionality but is also affordable. PIP calls it their Ultimate Pea Protein isolate, UP.P™.

“We’re combining ground-breaking and innovative methods, with several cross-industry technologies so we can produce at the lowest cost and in the most sustainable way. The result is the best tasting, most affordable pea protein in the world,” explains Christine Lewington, CEO, PIP International.

Unlike other plant-based protein alternatives, UP.P™ is processed from yellow peas, a source brimming with distinctive environmental benefits. These peas stand as stewards of the environment, replenishing soil with vital nitrogen in concert with symbiotic bacteria, thereby diminishing the necessity for synthetic fertilizers. “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 Lewington.

For food manufacturers on the quest to elevate their products and assert a prominent presence within a fiercely competitive market, UP.P™ emerges as an invaluable asset. PIP International’s relentless commitment to innovation has culminated in a protein solution that not only addresses the burgeoning demand for plant-based choices but also delivers extraordinary taste and functionality in a sustainable way. Manufacturers now have the power and choice to craft an expansive array of products. From alternative dairy and cheeses to beverages, confectioneries, and specialty items, the high solubility, gelling, and binding attributes of UP.P™ render it a pivotal ingredient for any food manufacturer.

“Our protein has high functionality, so it gels well, and binds well with unparalleled solubility.

You mix it in beverages, and it completely



dissolves and stays dissolved which is also unique about our protein. We’ve even made protein water at PIP. Just for fun, we’ve developed in-house ice creams that are so smooth and melt just like ice cream should. We’ve figured out how to offer the consumer a more affordable plant-based option that tastes great,” states Lewington.

Currently PIP’s pilot plant has more orders than it can fill, so they are expanding the pilot plant to increase capacity by over 30%. This will support their customers who are investing in developing and testing new products that center around PIP International’s UP.P™.

PIP’s protein is receiving unprecedented results compared to anything developed in the plant- protein based market and is set to impact the supply of proteins globally. “No other pea protein comes close to what PIP’s Ultimate Pea Protein called UP.P™ can do,” states Lewington, and consumers will soon have more great-tasting, enjoyable options for their plant-based protein alternatives thanks to PIP. Reach out to PIP today to find out how to level-up your products with our signature protein, UP.P™.

Learn more at: www.pip-international.com and contact: inquiries@pip-international.com.



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