



# LEADING THE PLANT-BASED PROTEIN REVOLUTION

**PIP INTERNATIONAL**

# PIP INTERNATIONAL: LEADING THE PLANT-BASED PROTEIN REVOLUTION

Christine Lewington, the visionary CEO of PIP International (PIP), is spearheading a plant-based protein revolution. Based in Lethbridge, Alberta, Canada, PIP International has emerged as a frontrunner in the global protein industry. With over two decades of experience herself, Lewington and her dedicated team are tackling the most pressing challenges facing the plant-based protein sector.

## Innovative Pea Protein Extraction

At the heart of PIP's success lies its revolutionary, patented technology. The innovative process gently extracts protein from yellow peas, preserving its functional properties. Located in a converted craft brewery within Lethbridge's city limits, PIP's pilot processing facility has become their hub for sustainable and cost-effective protein production. The company's wet fractionation facility is conveniently situated off Highway 3 where they process regionally sourced peas from Alberta and Saskatchewan into PIP's Ultimate Pea Protein isolate called, UP.P™. Solving the bitter taste and poor functionality currently plaguing pea proteins on the market, UP.P™ is now used in a broad range of plant-based protein products such as beverages, ice cream, confections, bars, shakes, vitamins, and more.

## A Game-Changing Technology

Underpinning PIP's success is a transformative coercion technology,

exclusively licensed for use and sub-licensing by the company. This technology combined with other advanced technologies sets PIP apart in the food manufacturing space. Furthermore, PIP's dedication to traceability, from seed to final protein, demonstrates its commitment to sustainability and environmental stewardship. In addition, PIP is implementing a comprehensive digitization and IoT infrastructure to allow further automation and growth.

## Global Expansion and Impact

Lewington's ambitious plans extend beyond Canadian borders, as PIP is set to make a significant mark on the global plant-based protein market, with plans to expand into major markets such as Europe and South Korea. One of PIP's most notable achievements is its ability to create high-quality pea protein at a low cost and tackle the affordability required to truly compete. Through a combination of innovative production processes, the company offers its premium products at prices below or equal to industry pricing.

## An Innovative Project with a Purpose

The company is driven by a team of food industry experts with decades of experience in design, operations, and business. PIP's additive-free, neutral-tasting, and affordable pea protein is reshaping the industry and setting a new standard for sustainable protein solutions. PIP's mission revolves around sustainability



and affordability. The company's disruptive extraction technology significantly reduces water which in return also reduces power and natural gas usage thus, contributing to environmental preservation on the baseline of the business. Integrating their innovative Total Energy System with the new process equals the most sustainable pea protein available in the industry.

## A Vision for Wellness and Climate Action

PIP's mission extends beyond profit; it aims to heal the world through accessible, sustainable, and great-tasting protein. PIP's protein is also changing the perception of protein by promoting plant-based products as an enjoyable solution for a healthier, more sustainable world.

PIP International is more than a plant-based protein producer; it is a bright light in the food industry and an integral part of Canada's Premier Food Corridor. The company's investments and innovations maximize new product development, create value-added economic streams, and contribute to environmental conservation. In the fight against climate change, PIP is a cutting-edge agri-tech company leading the way in sustainable food processing. Under Lewington's leadership, the team at PIP has not only cracked the code for plant proteins but is also rewriting the future of protein.

PIP International is poised to become a global leader in the plant-based protein industry, positively influencing both individual wellness and the global environment.

Learn More at: [www.pip-international.com](http://www.pip-international.com)

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