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SIGCUBATOR TURNS INNOVATIVE IDEAS INTO COMMERCIAL REALITY

Start-up Tiptoh partners with SIG and Olympia Dairy to launch first pea protein beverages in Belgium

Innovative Belgian start-up Tiptoh has partnered with SIG and Olympia Dairy to bring a new range of pea protein beverages to the Belgian market. Tiptoh is the latest food and beverage start-up to benefit from **SIGCUBATOR**, SIG's accelerator program for new businesses who just need the right spark to ignite the next novel food or drink idea.

SIG's **SIGCUBATOR** program identified the innovative power of Tiptoh's new product proposal.

Beverages with pea protein are ground-breaking in the Belgian market and will shake up the plant-based drink sector in the region, which is largely dominated by soy and almond drinks.

SIG's existing customer Olympia Dairy, the first dairy company in Belgium to choose packaging and filling technology from SIG, was also keen to get involved in bringing Tiptoh's new product idea to market. This manufacturing opportunity helps to develop Olympia's knowledge of the highly attractive plant-based beverage sector as it enters the market with Tiptoh pea protein beverages.

The **SIGCUBATOR** program supports Tiptoh with knowledge and connections in the food and beverage industry. As most start-up businesses cannot invest in costly production facilities, Tiptoh will work closely with the expert teams at SIG and Olympia Dairy who will take the start-up on a consumer-centric journey through the most crucial period for their innovation, from testing prototypes through to a final product and package concept that's ready for consumers.

*Anna Rabanus, Global Category Manager and project lead of the **SIGCUBATOR** program at SIG: "For SIG, working together with forward-thinking food and beverage start-ups is key to driving industry innovation and value creation. Tiptoh's idea immediately grabbed our attention for the **SIGCUBATOR** program – a true innovation for the Belgian plant-based market." Sonia Voicu, Marketing Manager Benelux at SIG, adds: "Together with our customer Olympia Dairy, we are turning Tiptoh's pea protein beverage innovation into a commercial reality, with all three companies benefiting from this strong partnership."*

As a co-manufacturer, Olympia Dairy will fill three pea-protein beverages from Tiptoh: Original, Chocolate, Unsweet on SIG's CFA 812 filling machine, which provides high flexibility without compromising on speed or output. The new drinks will be packaged in SIG's stylish square base combiblocMidi 1,000 ml carton packs with **SIGNATURE FULL BARRIER** packaging material, where the polymers used to laminate the paperboard are linked to forest-based renewable materials via a certified mass balance system.

Kris Huygh, CEO at Olympia Dairy: "We're excited to be involved with SIG in helping to launch Tiptoh's innovative pea protein beverage range. Together with Tiptoh, we are entering the Belgian plant-based beverage market for the very first time and this experience gives us invaluable insight and knowledge into this fast-growing sector, which we are keen to develop in the future."

The first Tiptoh pea protein drinks will be available on its website <https://tiptoh.eu> from November 2021.

*Louis Curtil, Co-founder of Tiptoh: "The opportunities that the **SIGCUBATOR** program present have been a game changer for us. We knew our idea would innovate and excite the Belgian plant-based drinks market, but we needed the expertise of SIG and Olympia Dairy to be able to turn our product into a commercial reality. **SIGCUBATOR** has introduced Olympia Dairy as a manufacturing partner and supported us at every step of the processing, packaging and filling process. With Tiptoh, we want to make our customers walk on their tiptoes to lower their footprint to a humble toe print and SIG's sustainable packaging solution perfectly complements our product range and beliefs."*

This innovative partnership leverages the potential of SIG's Product Innovation and Differentiation platform – a drive to deliver innovative product and packaging solutions that enable businesses to satisfy the ever-changing needs of consumers.

About SIG

SIG is a leading systems and solutions provider for aseptic carton packaging. We work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable and affordable way. Our unique technology and outstanding innovation capacity enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers. Sustainability is integral to our business and we are going Way Beyond Good to create a net positive food packaging system.

Founded in 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,900 employees worldwide enable us to respond quickly and effectively to the needs of our customers in around 70 countries. In 2020, SIG produced 38 billion carton packs and generated €1.8 billion in revenue. SIG has an AA ESG rating by MSCI, a 13.4 ESG Risk Rating (low risk) score from Sustainalytics and a Platinum CSR rating by EcoVadis. For more information, visit www.sig.biz
For insights into trends that drive the food and beverage industry and inspire us to innovate, visit our SIGnals blog: <https://www.sig.biz/signals/en>

PICTURE CAPTION:

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Photo: SIG

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