



# That Protein

Ambient

## Background

Where once there were protein powders and superfood powders, that protein now introduces its Super Proteins. They are the only organic vegan proteins fused with organic superfoods, developed by nutritionists. At the forefront of the "eat clean" and plant-based living movement, that protein's products are entirely free from dairy, added sugars, colourings, flavourings or allergens. They provide double nutrition with their 2 in 1 fusions.

At that protein we source rare organic plant proteins like pumpkin seed protein as well as popular ones like hemp and marry them with their perfect superfood partner to create these unique blends.

Our cold-pressed Super Proteins make delicious dairy free protein shakes, can be added to smoothies, baking or cereals for a boost of nutrient dense protein.

The range is high in protein, fibre, vitamin C and omega 3. The health benefits include building muscle, helping reduce tiredness and fatigue, supporting a healthy immune system and supporting a healthy heart among others.

Our nutritionists' mission is to bring the best new protein and superfood sources to help you in your journey to eat clean.

## Product Range

Our I Heart Pumpkin and Chia Seed Super Protein helps;

Grow and repair lean muscle

Give you great skin, hair and nails

A healthy digestive system

Keep you fuller longer for weight management

Maintain a healthy heart

Maintain healthy bones

Fight the production of free radicals

#### HEALTH BENEFITS

One 25g serving is a source of all the essential amino acids our body needs to function properly but can't make itself. It will help towards healthy muscle growth and maintenance as well as optimal skin, hair and nails. Our premium powder is also a boost of omega 3 polyunsaturated fatty acids that provide 1/3 of your entire day's recommended intake in one serving. With high fibre it contributes to a healthy digestive system. The nutritional composition of chia seed makes it an ideal source of slow release energy as well as containing muscle-forming protein and omega-3 essential fatty acids.

#### PUMPKIN SEEDS

Pumpkin seeds have been used for centuries in Eastern Europe, India and North America. Scientists began studying the seed when it was found again and again as an ingredient in many folk medicine recipes. What they found was that pumpkin seeds are rich in phosphorus, magnesium and manganese and are a good source of other minerals including zinc, iron and copper. It is also a high source of protein and vitamin K and a good source of favourable plant sterols.

#### CHIA

The chia plant originates from South and Central America, where it was first cultivated for human use over 4,000 years ago by the Aztecs, Mayans and other native American tribes who relied on the seed as a staple food crop. Chia seeds were eaten whole, ground into flour, pressed to release a rich, nutritious oil and used in traditional medicines. As well as being favoured by ancient civilisations, chia remains an important food source today for the Tarahumara, a native American tribe who live in the steep canyons of the northern Mexico desert. The Tarahumara are renowned for their distance running abilities, able to cover hundreds of miles in the desert heat. that protein plant protein, vegan, vegetarian nutrition mixes are the perfect addition to any nutrition plan.

SIZE 250g

Our Blissful Brown Rice and Raw Cacao tastes blissful and helps;

Grow and repair lean muscle.

Give you great skin, hair and nails.

Keep you fuller longer for weight management

Achieve a healthy digestive system

Neutralise free radicals

Feeling good with the presence of theobromine

Increase serotonin, the "feelgood" chemical

Contains flavanols to boost the brain (lost when cacao is processed into chocolate)

that protein's vegan Blissful Brown Rice and Raw Cacao Super Protein is different from other protein powders as it contains delicious organic cacao for a healthy immune system and an antioxidant boost. that protein plant protein, vegan, vegetarian nutrition mixes are the perfect addition to any nutrition plan. Our Brown Rice Protein uses non-GMO whole grain brown rice and it is hypo-allergenic and completely dairy and lactose free.

#### HEALTH BENEFITS

Brown rice protein is a complete plant protein that helps support healthy muscles, skin, hair and nails. It has a 98% correlation to mother's milk and a 97% correlation with whey protein. Cacao is a top source of antioxidants and it contains an abundance of magnesium and iron. It is widely recognised for the naturally occurring chemicals it contains which stimulate the happy centres in our brain. No other food in the world is

known to contain as many mood–improving substances as cacao.

## BROWN RICE PROTEIN

Rice protein with raw cacao is an excellent alternative to dairy protein. Our rice protein powder starts with organically certified, non–GM rice. Our brown rice is whole grain brown rice and it is hypo–allergenic and completely dairy and lactose free.

## RAW CACAO

Our raw cacao comes from the cacao tree, native to the fertile forests of South America. It is famous not only for its unique taste, but also for its therapeutic and nutritional properties. The generic name – Theobroma – literally translates to ‘food of the gods’. Cacao was first cultivated by the Olmecs in Mexico as early as 1000 BC and was used to make fortifying beverages. Over time the Mayans and Aztecs adopted cacao into their own cultures, incorporating the drink into ceremonial rituals and even using cocoa beans as currency. It wasn’t until the Spanish arrived in the 1500’s that cacao was introduced to Europe. Here, the cacao drink was sweetened by adding sugar, cinnamon then heated to improve its texture. Cacao also came to play a medicinal role, used to treat a range of afflictions, from smallpox and yellow fever to cholera and snakebites. that protein plant protein, vegan, vegetarian nutrition mixes are the perfect addition to any nutrition plan. SIZE 250g

Our Chirpy Chirpy Choca Mocha Super Protein will keep you chirpy and will;

Help grow, maintain and repair lean muscle

Helps exercise endurance and keeps you feeling chirpy!

Keep you fuller for longer with protein and fibre for weight management

Help keep you feeling good with the presence of theobromine

Provide flavanols to boost the brain (lost when processed into chocolate)

that protein’s Chirpy Chirpy Choca Mocha Super Protein is different from other protein powder. It has only organic goodness. It is dairy free and fuses the amazing power of the superfood that is raw cacao with organic brown rice protein and organic coffee assuring you of the best possible quality of nutrition. It is free from gluten, dairy and any additives or added sugars so you can enjoy it knowing that you are nurturing yourself.

## HEALTH BENEFITS

Brown rice protein is a complete plant protein that helps support healthy muscles, skin, hair and nails. It has a 98% correlation to mother’s milk and a 97% correlation with whey protein. Cacao is a top source of antioxidants and it contains an abundance of magnesium and iron. It is widely recognised for the naturally occurring chemicals it contains which stimulate the happy centres in our brain. No other food in the world is known to contain as many mood–improving substances as cacao. Caffeine will help with alertness and exercise endurance.

## INGREDIENTS

Our raw cacao comes from the cacao tree, native to the fertile forests of South America. It is famous not only for its unique taste, but also for its therapeutic and nutritional properties. The generic name – Theobroma – literally translates to ‘food of the gods’. Cacao was first cultivated by the Olmecs in Mexico as early as 1000 BC and was used to make fortifying beverages. Over time the Mayans and Aztecs adopted cacao into their own cultures, incorporating the drink into ceremonial rituals and even using cocoa beans as currency. It wasn’t until the Spanish arrived in the 1500’s that cacao was introduced to Europe. Here, the cacao drink was sweetened by adding sugar, cinnamon then heated to improve its texture. Cacao also came to play a medicinal role, used to treat a range of afflictions, from smallpox and yellow fever to cholera and snakebites. Our brown rice protein is 100% organic and our coffee contains the finest arabica beans processed organically to give you an amazing coffee taste. Combined, these amazing ingredients make possibly the best dairy free protein mocha you will ever taste!

SIZE 250g

Our Hemp with Baobab is Happy Happy because it helps;

Energise you and keep you alert naturally

Grow and repair lean muscle

Give you great skin, hair and nails

Keep you fuller longer for weight management

Achieve a healthy digestive system

Reduce tiredness and fatigue

Support the immune system

Boost iron intake

Achieve a healthy nervous system

that protein's Happy Happy Hemp contains Baobab which is often referred to as "The lost crop of the Incas."

It provides you with a high level of vitamin C and essential minerals. that protein plant protein, vegan, vegetarian nutrition mixes are the perfect addition to any nutrition plan.

## HEALTH BENEFITS

Bursting with amino acids and protein for healthy muscles, skin, hair and nails. Contains vitamin C which reduces tiredness and fatigue and contributes to the immune system, plus fibre to help towards a healthy digestive system.

## HEMP

With a similar profile to egg, hemp has long been recognised as an excellent source of complete plant protein and contains all the essential amino acids your body needs every day to be healthy and well but can't make itself. It has a mild, nutty taste and provides a great source of protein. Hemp has been grown for thousands of years and the roots have been used in traditional medicine by ancient Eastern civilisations from as early as 2,600 BC. Before the domestication of other crops such as rice and barley, the seeds of the hemp plant were cultivated as an edible grain, and ground and boiled to make a porridge.

The hemp plants which produce our seeds are grown organically on farms in Romania, Canada and China.

The hemp plants are allowed to grow for around 16 weeks, and harvested in the autumn when the mature seeds begin to burst out of the ripe seed heads. After harvesting, the raw hemp seeds are cleaned and passed through a fine sieve to remove any debris, before running through metal and stone detectors to ensure that only pure seed is further processed.

The whole seeds – including the hulls – are gently cold pressed so there is no risk of heat exposure degrading the fragile essential fatty acids, and the rich oil is filtered off and stored, leaving the solid protein-loaded residue that we use in that protein's Happy Happy Hemp and Baobab Super Protein.

## BAOBAB

This majestic powder offers more vitamin C than oranges, more iron than red meat and is a source of alkalising minerals, calcium, potassium and magnesium. Our organic Baobab powder is from the pure, raw fruit of the regal baobab tree found in certified organic reserves in Malawi. The Baobab tree *Adansonia digitata* is a member of the Bombacaceae family and is also known as the "upside down tree". On pollination by fruit bats, it produces large green or brownish fruits which contain a soft, whitish, powdery pulp and kidney-shaped seeds. Supplements are made from the fruit pulp. It is one of the most exciting new nutrition developments in recent times. that protein plant protein, vegan, vegetarian nutrition mixes are the perfect addition to any nutrition plan.

SIZE 250g

## Awards held

- Nourish Awards 2020: Gold award for 'Chirpy Chirpy Choca Moca Organic Super Protein' in the Raw and Superfood category & a commendation in the High protein and Sports Nutrition category.

- 'Nourish' 2018 Awards: Voted Best Plant Protein and Sports Nutrition

## Contact this supplier

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## Image Gallery









THAT PROTEIN - VOTED "BEST PLANT PROTEIN AND  
SPORTS NUTRITION" NOURISH AWARDS.  
RECOMMENDED BY VOGUE "THE PUREST PLANT  
PROTEIN AND NUTRITION POWDERS".

