



Kinder, Greener Dairy

Founded in 2014, Perfect Day is on a mission to create a kinder, greener tomorrow by developing new ways to make the foods you enjoy, with brands you already love, starting in the dairy aisle.

Our process

Our animal-free dairy protein is identical to the protein found in cow's milk, but made without a single cow. To do this, we use the age-old process of fermentation, which is how many common food components like vitamins, probiotics, and natural flavors are made today.



01. Flora

First, we take essential genes from milk and add them to microflora, a tiny organism that comes from nature and can produce large amounts of pure protein.



02. Fermentation

Our flora then converts plant sugar into milk proteins — whey and casein — that are molecularly identical to those that come from cows.



03. Foods you love

We partner with leading food and dairy companies to transform these highly functional, pure proteins into your favorite delicious, animal-free products that are kinder to animals and the planet.

How we got here

JUL 2014

Ryan & Perumal meet in Cork, Ireland and found Perfect Day, then called Muufri

OCT 2014

Horizons Ventures kickstarts our growth with a Seed Round investment

NOV 2018

We partner with Archer Daniels Midland (ADM) to scale our production

JUL 2020

Our limited edition run of Perfect Day ice cream sells out in hours

JUN 2020

We're identified as Generally Recognized as Safe (GRAS) by FDA for our non-animal whey protein

JUL 2020

We close a \$300 million series C round led by CPP Investments, Horizons Ventures, Temasek Holdings and SK Ventures, enabling massive scale

JUL 2020

We launch Brave Robot ice cream with The Urgent Company

OCT 2020

Bob Iger joins the Perfect Day board of directors



NOV 2020

We're named to TIME's "Best Inventions"

We partner with Graeter's ice cream for an indulgent collaboration



JAN 2021

We collaborate with N!ck's for an animal-free run of their flagship Swedish-style ice cream



MAR 2021

We're named to Fast Company's annual list of the World's Most Innovative Companies



How does it work?



01. Microflora

Like stories from books, genes can be digitized. We took milk's essential genes and added them to microflora, training a tiny organism that comes from nature to produce large amounts of pure protein. No animals are used in the process!

02. Media

We feed our microflora plant-based raw materials essential for growth (e.g., sugars, vitamins, minerals).

03. Fermentation

Now, our flora can use fermentation to convert plant sugar into milk proteins – whey and casein – that are identical to those that come from cows.

04. Filtration

Using simple filtration, the protein is separated from the flora

05. Spray Drying

... and then dried into a powder.

06. Milk Protein Powder

Because it's the same kind of protein that food makers are already familiar with...



Animal-Free Dairy Products

... it's simple to use our protein in exactly the same ways we use dairy protein from cow's milk. Finally, without altering any processes, we can whip up all kinds of delicious, animal-free dairy products – age-old favorites that are kinder to animals and the planet.



Get in touch

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