



Perfect Day

A new path in dairy

SPRING 2020

(Re)-introducing Nature's perfect food.

We've invented a way to make real milk protein — the most nutritious and versatile protein on planet Earth — in a totally animal-free process using fermentation.



It's a kinder, greener way to make the world's favorite foods.



How it works (super briefly)



1. Dairy Flora

It all started with microflora, a tiny organism that came from nature and was known to produce large amounts of pure protein.

We empowered it with milk's essential genes, giving it the ability to make the same protein cows make. Now we call it "*dairy flora*," since it's flora that is used to make dairy.



2. Fermentation

Harnessing the ancient science of fermentation, we cultivate our dairy flora to eat pure plants and convert them into nutritious proteins like whey and casein.

These proteins are nutritionally identical to those that come from cows, but they're made from flora.

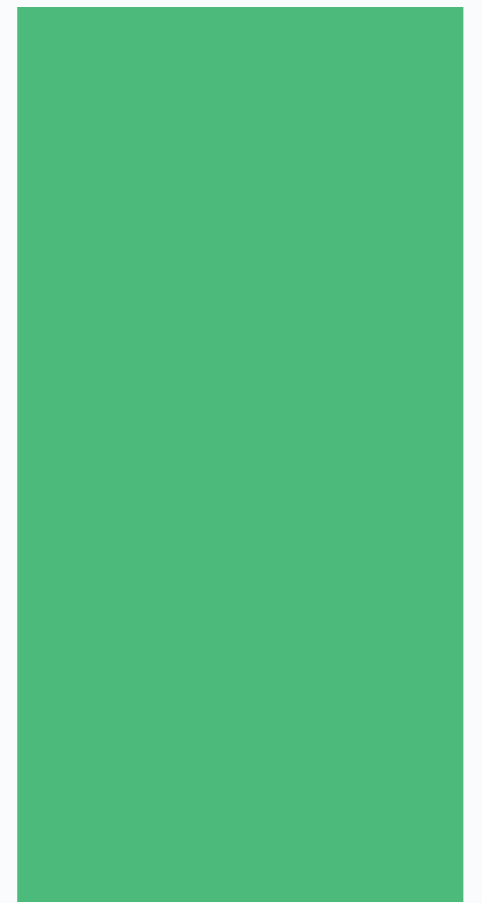


3. Foods You Love

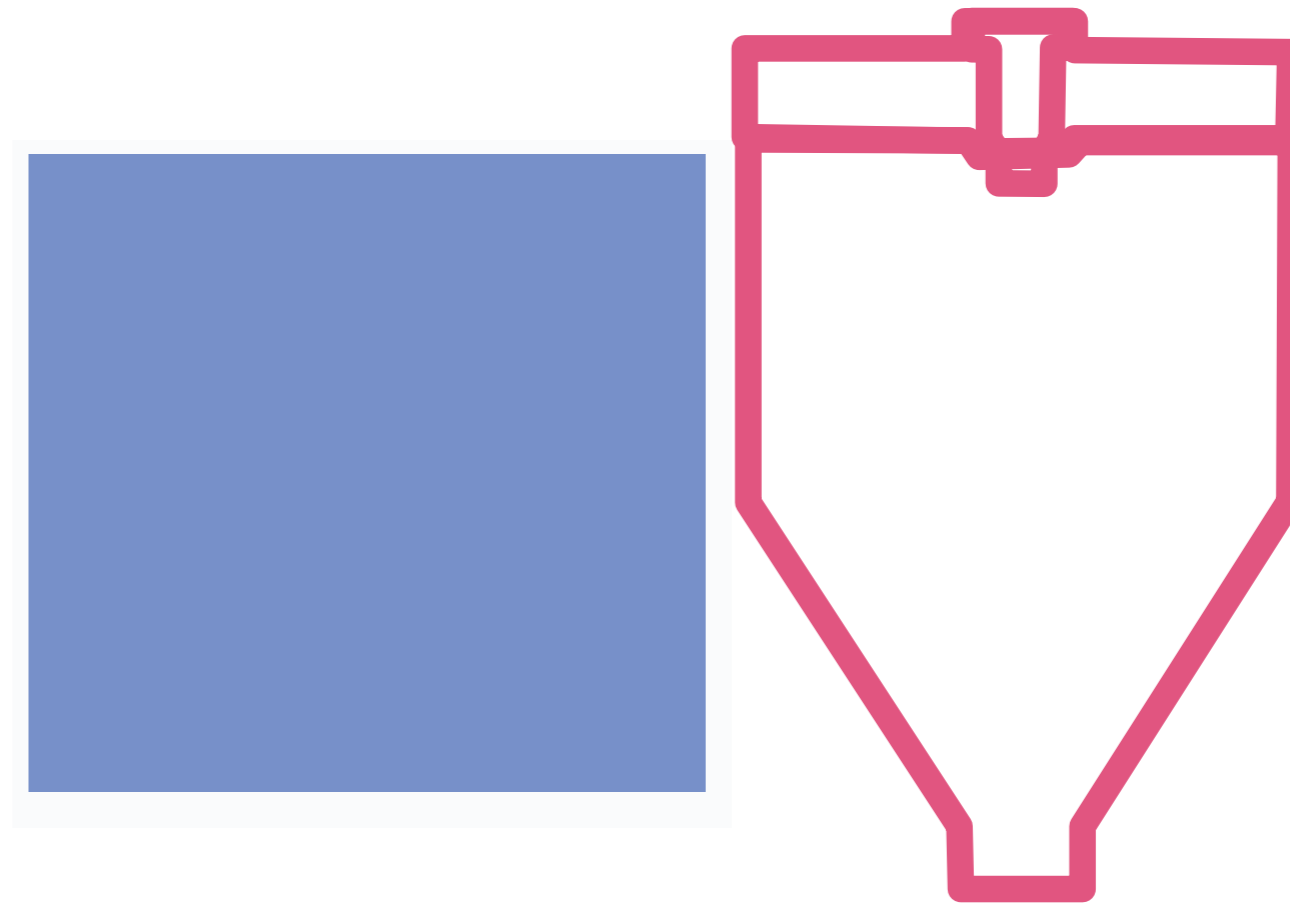
Thanks to our flora-based protein, we can now whip up all kinds of delicious animal-free dairy foods.

Our protein does everything milk protein does —since it's identical.

Leveraging industry standards

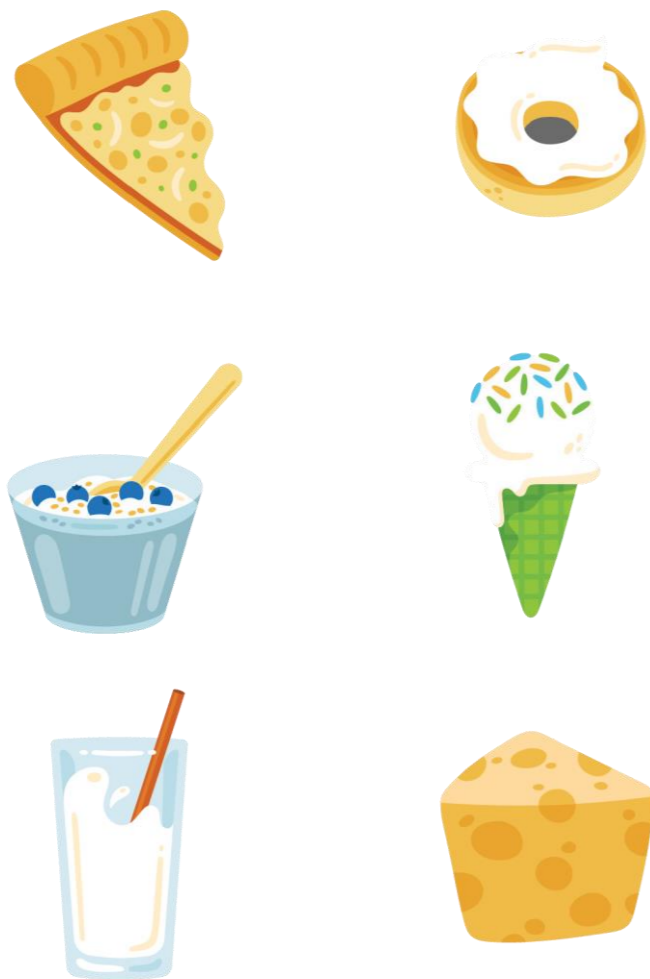


Fermentation is used every day in the production of common food components like vitamins, probiotics, natural flavors, and enzymes (like rennet!).



Filtration and spray drying have been optimized by the dairy industry to separate and dry proteins out of liquid solution (milk). We use the same exact approach to isolate proteins made by microflora.

The Perfect Day Model



**It's great to have a kinder, greener source of dairy.
But it's useless if only one company can make it.**

Since 2014, we've been on a mission to empower the world's favorite brands — the ones whose massive scale really drive demand for dairy — to be able to create and use flora-based milk protein.

To us, it's critical that we aren't the only ones who get to create this protein and amazing animal-free foods that use it.

In the coming years, look out for a whole variety of new products made a little more perfect with the magic of flora. They'll be big brands, small brands, and new ones altogether.

We can all work together to build a better world.

The future is here.

In 2019, we successfully started commercial-scale production of the world's first flora-based protein, an animal-free version of whey.

Having demonstrated scalability and obtained regulatory approval in the United States, we did the only logical thing...



... we turned it into a killer ice cream and shared it with the world.

We sold out within 11 hours.

Perfect Day

Ice Cream Made Perfect

When people tasted the difference our protein can make, the response was phenomenal.

We even took an ice cream truck around LA to allow almost 11,000 people to taste the magic.

FORTUNE
RETAIL - ICE CREAM
The First 'Animal-Free' Ice Cream Hits the Market
By Beth Kowitz July 11, 2019

FASTCOMPANY
07.11.19 | WORLD CHANGING IDEAS
I couldn't tell this delicious lab-grown ice cream didn't come from a cow
Perfect Day uses yeast to make the protein that traditional ice cream gets from milk.

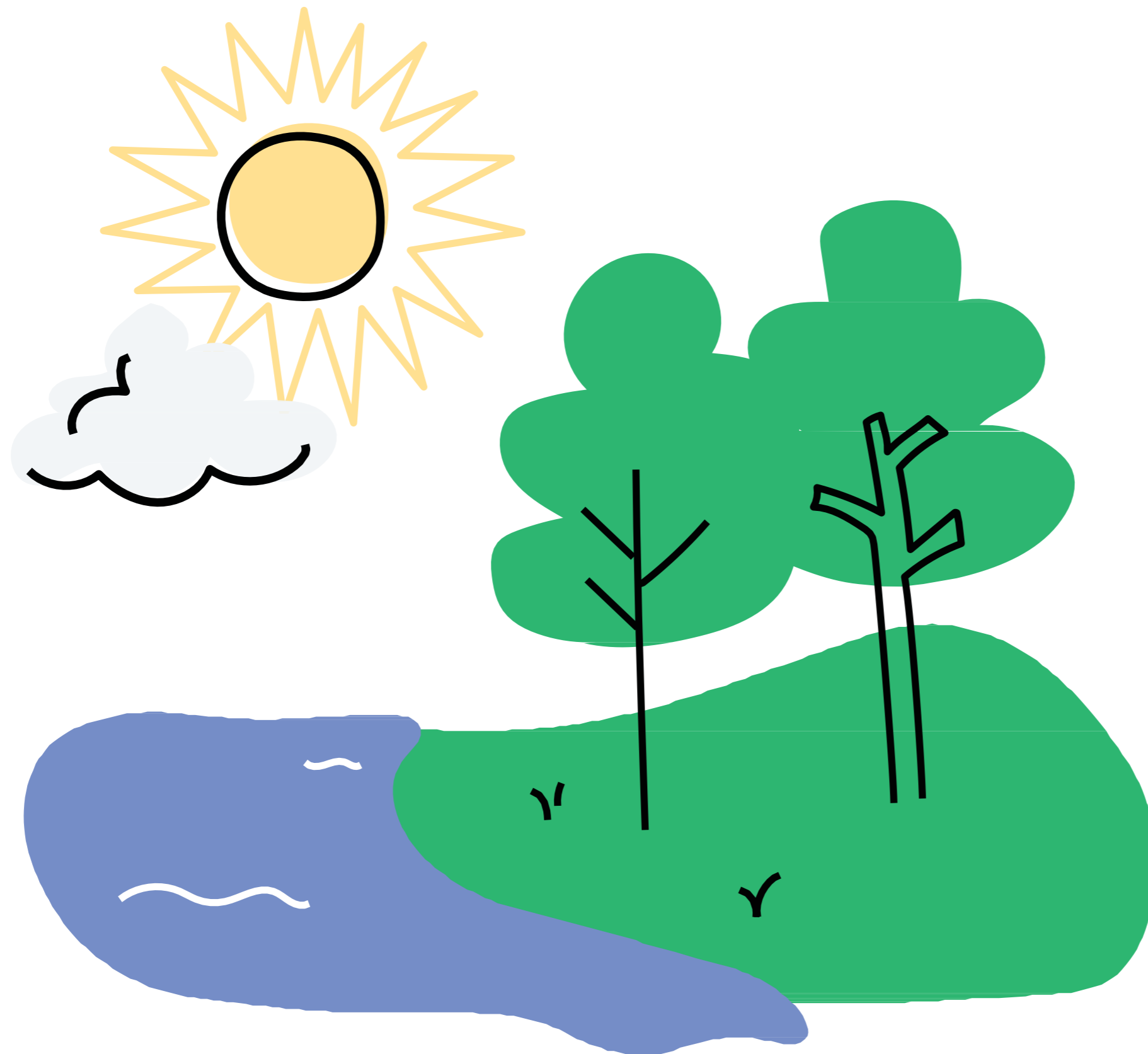
CNBC
FOOD, TRAVEL AND TECH
This \$20 ice cream is made with dairy grown in lab—and it sold out immediately
Published Tue, Jul 16 2019 - 11:56 AM EDT • Updated Tue, Jul 16 2019 - 1:27 PM EDT
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YAHOO! FINANCE CRAIN'S CHICAGO BUSINESS EAST BAY EXPRESS food NETWORK
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Perfect Day

You're welcome, Mother Nature.



Get excited for the future of dairy - one where reducing your impact and eating cleaner is as easy as buying the same foods from the same brands you already love.

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W HUM

LOOK AHEAD TO BREATHE OUT NOW

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DAIRY MADE PERFECT

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Thank you!

Perfect Day

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