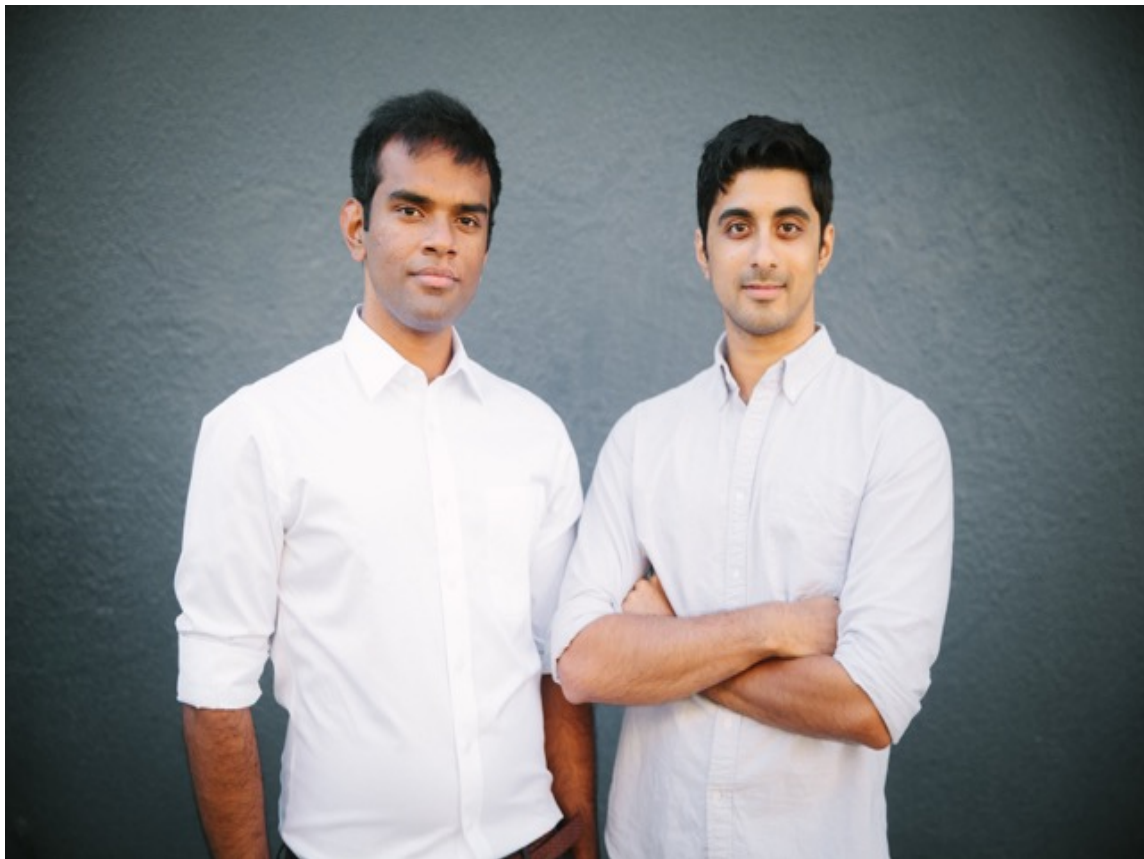




Friend --



In the summer of 2014 two members of the New Harvest community, Ryan Pandya and Perumal Gandhi set out to make the world's first animal-free dairy milk. One that had all of the dairy goodness (because it's crafted with real milk proteins) but none of the dairy cows.

For the past two years, they've been hard at work perfecting their process, growing their team, and thinking about the kind of company they wanted to create.

After lots (and lots) of late nights, they decided to change their name from Muufri to something that they felt better captured their company's values, process, and products.

They came up with hundreds of names. And then one day they stumbled upon a study from two scientists who discovered that dairy cows who listen to soothing music like the Lou Reed song 'Perfect Day' are calmer and happier, which makes them produce more milk.

Then it hit them. They could make their own kind of Perfect Day. One where we could enjoy the dairy foods we love, while making the world a kinder, greener place. And, the rest was history.



Perfect Day lets you enjoy the dairy products you love – with zero compromise. Their milk is crafted without the help of a single cow. It's not only delicious, it's more nutritious and sustainable than factory farmed milk. And it tastes just like the real thing. Plus, it's the perfect base to craft other beloved dairy products, like cheese, yogurt, ice cream, and butter.

How do they do it? With natural resources and human ingenuity. Using centuries-old fermentation techniques and well understood food technologies, they make dairy-free milk without chemicals, hormones, lactose, or other nonsense.

They're hard at work on research and development and will be introducing our first products in 2017. Can't wait that long? Check out their [new site](#) to sign up for their newsletter, follow Perfect Day on [Facebook](#), Instagram (@perfectdayfoods), Twitter (@PerfectDayFoods), or say hello at info@perfectdayfoods.com!

Til next time,

Isha Datar

<http://www.new-harvest.org/>