

Perfect Day®



Products made with Perfect Day's animal-free milk protein share the same great taste, texture, and nutrition as conventional dairy products. To help you easily communicate these benefits and the differences between animal-free dairy and traditional dairy to your customers we've put together this messaging and best practices document.

01 Menu Best Practices

- ✓ Perfect Day has built a brand that is more sustainable and kinder to the planet than traditional dairy products. We recommend that you include our "Better with Perfect Day" tagline next to the name of your dish to signal to consumers that the food item referenced aims to achieve these same goals.
- ✗ Don't call it "dairy-free" or a "dairy substitute". Those words are factually incorrect and can turn consumers off. We recommend referring to products made with Perfect Day protein as animal-free.
- ✗ While Perfect Day protein is vegan-friendly, we recommend against using "vegan" as a descriptor. Sometimes, consumers are vegan because of a milk allergy and our protein is not suitable for those with a milk protein allergy.
- ✗ Please do not refer to our protein as, "plant-based". We describe Perfect Day protein as identical to cow's milk, but made animal free, providing both dairy lovers and plant-based customers with a delicious option.
- ! As a reminder, products made with Perfect Day are not suitable for consumers with a milk protein allergy.

02 Menu Messaging

Here are some examples of how to describe your Perfect Day menu item:

- [Flavor] Gelato, better with Perfect Day
- [Flavor] Gelato, better with Perfect Day animal-free milk protein
- [Flavor] Gelato, made with Perfect Day animal-free milk protein
- Opera Cake, made with Perfect Day, an animal-free milk protein for dairy lovers and plant-based fans alike
- Lava Cake, a decadent chocolate favorite, made better with Perfect Day's animal-free milk protein



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If you'd like additional help on how to menu your Perfect Day item, please reach out to us at foodservice@perfectdayfoods.com. We're here to help!

Remember to visit www.perfectdayfoods.com/foodservice for additional information.