

Dessert of the future? This \$20 a pint ice cream made with GMO yeast sells out in hours

Agri-tech start-up Perfect Day released a line of real ice cream made with lab-grown dairy that costs \$20 a pint on [July 11]— and it sold out in hours.

“We were completely blown away by the response,” co-founder Perumal Gandhi tells CNBC Make It.

Perfect Day’s cultured dairy is created by taking cow’s milk DNA and adding it to a micro-organism like yeast to create dairy proteins, whey and casein, via fermentation. Those dairy proteins are then combined with water and plant-based ingredients to create a dairy substitute that can be used to make ice cream, cheese, yogurt and a slew of other dairy products The limited edition run of 1,000 three-packs of Perfect Day ice cream were sold on the company’s website

Read full, original article: [This \\$20 ice cream is made with dairy grown in lab—and it sold out immediately](#)