

Thailand's first animal-free dairy startup MUU secures strategic investment

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MUU, Thailand's pioneering animal-free dairy biotech startup, has announced a new round of strategic investment from A2D Ventures, Leave a Nest Japan, and a major Japanese food conglomerate. The funding will fast-track MUU's mission to revolutionise the dairy industry in Southeast Asia and beyond through precision fermentation technology.

Founded by a diverse trio—an ex-Chevron engineer, a former TikTok marketing leader, and a PhD scientist with global research experience—MUU is addressing one of the food sector's most pressing sustainability issues: conventional dairy production. The startup uses precision fermentation to produce bioidentical milk proteins that mirror the taste, texture, and nutritional profile of traditional dairy products, without involving animals.

MUU's dairy proteins are not only lactose-, cholesterol-, hormone-, and antibiotic-free, but also cruelty-free and environmentally sustainable. According to the company, its production process uses up to 90 per cent less greenhouse gas emissions, land, and water than traditional dairy farming, positioning MUU as one of the most eco-friendly dairy alternatives available today.

In a significant move to advance its market strategy, MUU has signed a Memorandum of Understanding (MoU) with South Korea's Lotte Fine Chemical. This partnership aims to open up new distribution channels and provide valuable market insights, especially in the Northeast Asian region. MUU has also received strong early traction, with sample requests coming

in from leading coffee chains and food & beverage producers in Thailand, Singapore, and Japan.

The company's proprietary four-stage process—strain development, fermentation, purification, and formulation—results in high-quality milk proteins that can be used in a range of applications, including coffee, ice cream, chocolate, and other dairy-based products. These proteins retain the functional and sensory characteristics of cow's milk while eliminating its environmental and ethical drawbacks.