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Molly Ally transforms dairy-free ice cream with plant-based innovation

11 November 2025 | News

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Thailand-based startup Molly Ally is transforming the dairy-free dessert market with its innovative plant-based ice cream made from oats, almonds, and soy. Founded by Rati Bowornmongkolsak, Chotima Meemungtham, and Kanchanit Bupphachuen, who are alumni of Chulalongkorn University, the company started as a master's project and has since grown into an award-winning food-tech venture supported by the CU Innovation Hub.

Recognising that nearly 70 per cent of Asians are lactose intolerant, the founders developed an ice cream that delivers the creaminess and flavour of dairy-based products without allergens or preservatives. By using oat, almond, and soy milk, along with coconut oil-based whipped cream, they created a formulation that meets the growing demand for healthy yet indulgent treats.

The brand's innovation earned it the title of first runner-up at the 2025 TED Youth Startup Championship and received funding from Thailandâ??s Ministry of Higher Education, Science, Research, and Innovation.

To tackle challenges such as texture and short shelf life, Molly Ally implemented the Emulsify Integrated System, a proprietary process that manages pressure, temperature, and time during pasteurisation. This technology ensures a smooth, crystal-free texture and extends the shelf life up to 15 months, while automation has increased production capacity fivefold and reduced contamination risks.

Following a successful appearance on Shark Tank Thailand, Molly Ally has opened outlets at The Circle, EmQuartier, Park Silom, and Rama IX Hospital, all of which have garnered a strong consumer response. Currently, 80 per cent of sales come from direct-to-consumer channels, with the remainder from partnerships with health-focused restaurants.

With plans for regional expansion, Molly Ally aims to establish itself as a leading innovator in plant-based, functional desserts, blending nutrition, sustainability, and sensory appeal for the next generation of conscious consumers.