

You're a champion.
So are we.



Champion Line

Swiss Quality



Sustainable



Nino Schurter

Swiss Olympic champion and
multiple world champion
in Cross Country

«A bowlful of familia
Champion ensures a
perfect start into the day –
it tastes great and supports
my training and pre
competition preparation.»



New



We live for Müesli.



Perform better naturally, every single day.

YOU ARE ONE OF A KIND. *So are we.*

- ✓ Innovative Müesli and organic pioneer – since 1959
- ✓ Craftsmanship and enjoyment – from the heart of Switzerland
- ✓ Natural and sustainable – with a commitment to corporate responsibility
- ✓ Dedicated – to each of our customers

THIS IS WHAT YOU GET

- ✓ Developed in collaboration with athletes and nutritionists
- ✓ Contains the ideal balance of carbohydrates for more energy and to stay full for longer
- ✓ Energy Plus with magnesium, zinc, vitamins and guarana
- ✓ High in protein to help with muscle maintenance, building and regeneration
- ✓ Perform better naturally, every single day

As pioneers of Müesli and organic cultivation, we created the first organic Swiss Müesli in 1959 in the heart of Switzerland, surrounded by a magnificently idyllic mountain landscape on the banks of Lake Sarnen. Dr Bircher-Benner, the inventor of Birchermüesli, inspired us then and continues to do so today. We love nature. That's why creating natural, sustainably produced Müesli of the finest quality is our passion. We use natural ingredients so that you can enjoy a wonderful taste experience, improve your well-being and give your energy levels a boost.

familia. We live for Müesli.

CHAMPION ENERGY PLUS

- ✓ Unique Energy Plus formula with cranberries, apple, orange, hazelnuts and guarana
- ✓ For a quick burst of energy that keeps you full for longer
- ✓ With magnesium, zinc and vitamins to enhance your performance

CHAMPION HIGH PROTEIN

- ✓ Well-tolerated 21% High Protein with banana pieces, magnesium and zinc
- ✓ Natural plant-based protein made from peas and wheat
- ✓ Improves regeneration and muscle function

Logistical information	CHAMPION ENERGY PLUS	CHAMPION HIGH PROTEIN
Weight	425 g	350 g
Units / Case	6 bags	6 bags
Cases / EuroPal	130 cases	130 cases
EAN Code	7610023000258	7610023000241
Unit dimensions (L x W x H)	105 x 70 x 230 mm	105 x 70 x 210 mm
Case dimensions (L x W x H)	440 x 136 x 205 mm	440 x 136 x 205 mm
EuroPal dimensions (L x W x H)	120 x 80 x 219.5 cm	120 x 80 x 219.5 cm
Shelf life	15 months	15 months
Inline-Print	51 x 90 mm	51 x 90 mm
MOQ	3 Pal = 2340 bags	3 Pal = 2340 bags

