

**You live for
your passions.**
So do we.

bio-familia AG



We live for Müesli.





Personally dedicated

'I live for the world's best Muesli'



'To me, nothing feels better than making a difference in consumers' daily health and vitality. Working alongside our 200 dedicated employees, I keep an open mind and put my passion and our pioneering spirit into ensuring this.'

We make the world's best Muesli with unparalleled Swiss workmanship and a drive for innovation.'

Peter Odermatt, CEO



bio-familia was founded in Sachseln, Obwalden in 1954. Every day, around 200 employees give their very best, producing around 14,000 tons of Muesli each year, exclusively in Sachseln. Their extensive expertise, exceptionally strong loyalty to the company and its products and the unique bio-familia spirit form the foundation of the company's global success.

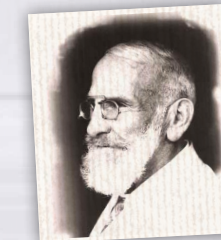


Muesli and organic pioneer

Innovative Muesli and organic pioneer since 1959

As pioneers of Muesli and organic cultivation, we created the first organic Swiss Muesli in 1959 in the heart of Switzerland, surrounded by an idyllic mountain landscape on the banks of Lake Sarnen. Dr Bircher-Benner, the inventor of Bircher Muesli, inspired us then and continues to do so today.

We are committed to ensuring the well-being of people and nature. We're breaking new ground in doing so. We are proud that we have taken the word 'Muesli' worldwide and helped bring the Swiss dish to global fame. With our products and innovations, we inspire consumers in over 40 countries around the world.





Craftsmanship and enjoyment

From the heart of Switzerland

The highest quality, precision and reliability shape what we do. We use a range of processes to produce our Muesli with the utmost care, dedication and intricate craftsmanship.

We use select ingredients and years of expertise to create delicious quality products in Sachseln.



Natural and sustainable

Responsibility we believe in

We love nature. That's why creating natural, sustainably produced Muesli is our passion.

bio-familia is committed to reducing its CO₂ emissions. Step by step, we're working towards our goal of becoming a climate-positive company.

Here are a few examples of our environmental and social commitments:

- Promoting organic farming
- 100% eco-energy and solar power: naturemade star
- Promoting environmentally-friendly mobility
- Climate-neutral packaging
- Fully traceable supply chains
- Hazelnuts from the Happy Hazelnut project





Chrigi, a roaster at bio-familia since 2007

'I toast almonds and hazelnuts with the utmost care, helping them to reveal their natural, delicate flavour.'




Organic
Organic and healthy

Environment and energy
We care about the environment




Raw materials and packaging
Our valuable raw materials




Commitments
Commitment and social responsibility

You live for your well-being *So do we.*

We exclusively use all-natural ingredients that offer a variety of flavours, improve well-being and boost energy levels.

Our standards for familia Müesli recipes:



Natural

- No added flavours (except vanillin)
- No artificial colours
- No flavour enhancers
- No artificial sweeteners
- Gentle manufacturing processes



Sustainable

- Raw materials sourced in Switzerland where possible
- No palm oil
- No GMOs
- Climate-neutral packaging



Healthy

- Balanced
- Full of fibre
- Nutritious whole grains
- Plant-based natural protein
- Sugar used sparingly
- Good fats

You love delicious Müesli. *So do we.*
You believe ingredients should be 100% natural. *So do we.*
Your health matters to you. *To us too.*
Protecting the environment is a priority for you. *For us too.*

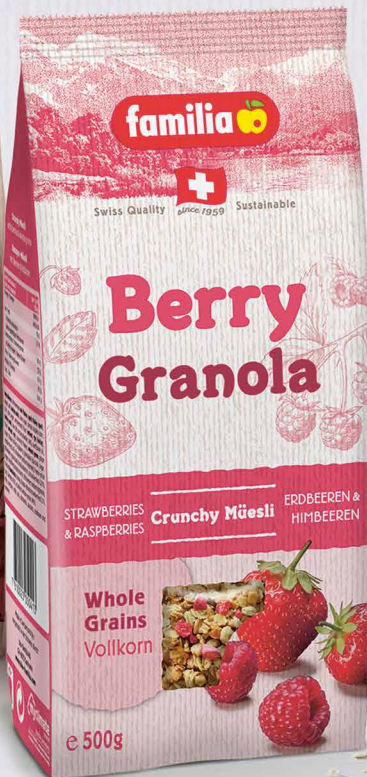
We give our best every single day, for you and for nature.
With the utmost care and craftsmanship – in Sachseln,
Switzerland, since 1959.



We live for Müesli.

familia

You love delicious Müesli. *So do we.*



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