



*Produced in the heart of
Switzerland, since 1959*



You love delicious muesli - and so do we.
You believe that the ingredients should be 100% natural - just like us.
Your health is important to you - to us too.
Protecting the environment is a priority for you - for us as well.
We give our best every day, for you and for nature.



Bio-familia AG was founded in 1954 in Sachseln, in the heart of Switzerland. The first Bircher müsli - according to the original recipe of Dr. Bircher-Benner was launched in 1959 under the brand name "familia". The concept of the brand is simple - healthy food for the whole family. Only a year later the company started to export its organic Bircher müsli to Germany, Austria, Great Britain, the Netherlands and the United States. This way Bircher-muesli as national dish of Switzerland gave the word muesli to the whole world.

Dr. Bircher-Benner (1867-1939) was a physician with a revolutionary spirit that was devoted to care of human health. He defended the philosophy of a balanced diet as opposed to doctors back then, and was convinced of the healing powers of raw fruits and vegetables. In his sanatorium in Zurich Dr. Bircher-Benner achieved a sensational healing effect. Soon his dish and the name Bircher-muesli became known beyond the clinic and borders of the country.



BIO organic series

NEW DESIGN



Crispy organic muesli with fruits and nuts

The crunchy combination of whole grains, Fruit and roasted nuts is very light and easily digestible. Pleasure for breakfast, lunch, light dinner or breakfast between meals.

375 gr



Crispy organic muesli with honey and almonds

Made from whole grain oats and other useful grains, with honey and carefully hand-picked almond pieces, roasted so as to retain their nutrients.

375 gr



Crispy organic muesli with chocolate and amaranth

This crunchy muesli gives you a nice mix of whole grains, real Swiss chocolate and healthy amaranth.

375 gr



Original Swiss Bircher muesli

Our original Swiss Bircher muesli is made with whole grain oats and other cereals, combined with apple and date fruit flakes, as well as carefully selected and roasted almonds and hazelnuts.

This muesli does not contain sugar and is very low in fat.

450 gr



Series X - Crispy muesli

NEW DESIGN

Extremely tasty combinations of carefully selected ingredients with proven quality, with care for nature.



Crispy muesli with pieces of hazelnuts and raisins

500 gr



Crispy muesli with berries - strawberries and raspberries

500 gr



Crispy muesli with pieces of chocolate and nuts

500 gr



NEW PRODUCTS

Crispy muesli with coconut shavings and popped quinoa

375 gr



Crispy muesli with honey

375 gr

NEW SERIES

Champion



Crispy muesli with magnesium, zinc and guarana

The formula of our muesli Energy is made up of various carbohydrates that provide you with a supply of energy. The gradual release of carbohydrates from cereals gives you a feeling of satiety for a longer time, and the separation of carbohydrates from fruits gives you the quick surge of energy you need. Contains caffeine.

425 gr



Crispy muesli with magnesium, zinc and high protein content

The unique formula with high protein content is designed to help you exceed the limits of your performance. The high amount of plant proteins - from peas and wheat - in combination with easily digestible milk protein, zinc and magnesium gives you everything you need for fast, optimal nutrition and regeneration of your muscles both before and after training.

350 gr

Children's series

NEW DESIGN



Crispy chocolate bears with whole grains (corn, rice), some of which are covered with white Swiss chocolate.

Rich in vitamins.

250 gr



Crispy whole grains (maize, rice), in the form of jungle animals.

Rich in vitamins.

250 gr



Family series



Breakfast for the whole family - a combination of muesli and children's breakfast cereal in different shapes. Economical packaging that can meet the needs of young and old in the family with 1 package

with honey,



with chocolate, 350 gr