

# H. & J. Brüggén KG

## Innovation Concept Summary

### Product Preview



### Traditional Swiss Muesli

+ 3 custom ingredients

### Recipe Details

**Base Product:** Traditional Swiss Muesli

**Base Ingredients:**

Whole Grain Oat Flakes, Raisins, Hazelnuts, Almonds, Wheat Flakes, Apple Pieces

**Additional Ingredients:**

Amaranth, Kamut, Barley

**Base Nutritional Claims:**

High Fiber, Whole Grains, No Added Sugar

**Additional Nutritional Claims:**

High Fiber, Vegan

**Base Certifications:**

Organic, Non-GMO

**Additional Certifications:**

Fair Trade

**Packaging Format:** Multipack Box

## Client Information

<b>Client Name:</b>	Draft Concept
<b>Email:</b>	draft@example.com
<b>Date:</b>	July 18, 2025
<b>Session ID:</b>	050c6129-6a93-41fe-85c0-47e3d2685147

## Next Steps

- Technical feasibility assessment and recipe optimization
- Comprehensive nutritional analysis and validation
- Cost calculation and competitive pricing strategy
- Prototype development and sensory testing
- Regulatory compliance and certification review
- Market launch planning and production scaling

## Contact Information

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