

H. & J. Brüggen 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

Client Name:

Draft Concept

Email:

draft@example.com

Date:

July 18, 2025

Session ID:

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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