

H. & J. Brüggen KG

Innovation Concept Summary

Product Preview



Traditional Swiss Muesli

+ 4 custom ingredients

Recipe Details

Base Product: Traditional Swiss Muesli

Base Ingredients:

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

Additional Ingredients:

Pecans, Pistachios, Brazil Nuts, Sunflower Seeds

Base Nutritional Claims:

High Fiber, Whole Grains, No Added Sugar

Additional Nutritional Claims:

High Fiber, Vegan

Base Certifications:

Organic, Non-GMO

Additional Certifications:

Non-GMO, Fair Trade

Packaging Format: Multipack Box

Client Information

Client Name:	Draft Concept
Email:	draft@example.com
Date:	July 18, 2025
Session ID:	f470ebcd-f50b-4e5e-aef9-cfe7ab994ef8

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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