

# BIRCHERMÜESLI

“Birchermüesli was invented by the Swiss physician and nutritionist Dr Maximilian Oskar Bircher-Benner (1867-1939), a pioneer of organic medicine and wholefoods. Today, there are countless different versions of Birchermüesli. It is a popular breakfast all over the world, also a healthy lunch or dinner.”



**BARBRA STEURI-ALBRECHT**  
DIRECTOR,  
SWITZERLAND CONVENTION &  
INCENTIVE BUREAU (SCIB)



**imex**