

The background of the entire page is a photograph of various granola mixes. There are several glass jars, some upright and some tipped over, spilling different types of granola onto a light-colored wooden surface. The granolas vary in ingredients, including oats, nuts, seeds, and dried fruits. One jar on the right is clearly labeled 'original'.

familia 

Private Label Catalogue



Your private label specialist
Assortment, options, packaging, logistics

History

bio-familia AG was founded in 1954 in Sachseln, in the very heart of Switzerland. Its launch of the first organic Bircher Muesli in 1959 started the company down a long and successful path.

Over the years, bio-familia AG developed a wide variety of products to meet the specific needs of adults, children and athletes.



Vision and Values

We are committed to producing delicious products you'll love, and to the health of people and nature.

The creative spirit of the company founders still inspires the work of bio-familia. Combined with absolute openness and a strong focus on customer service, this creates an outstanding environment for innovation.

Private Label

Creating the perfect Muesli for your needs together.

We have more than 60 years of experience in the development and marketing of brand and private label cereal products, and have brought our top-class Swiss quality to almost every continent.

We understand international markets, regional taste preferences and your customers' needs. We advise and support you during the development of your special Muesli – taking into account health guidelines and trends, right through to unique taste profiles.

With a range that includes more than 300 ingredients and a wide variety of packaging options, we'll work together to create a Muesli that's perfect for your market. Thanks to our experience and state-of-the-art baking, mixing and packaging technologies, our high-quality cereal mixes are always produced in an environmentally friendly manner using just-in-time manufacturing. We also place a high value on sustainability throughout the entire supply chain.





Sustainability



naturemade

star

ökologische Energie



Organic & regenerative agriculture

bio-familia is a pioneer of organic farming in Switzerland. There are many different organic standards, and we make our choices based on our customers' wishes.

bio-familia has joined forces with the [association Agricultura Regeneratio](#) to promote regenerative agriculture in Switzerland.

Climate and Energy

From eco-energy and climate-friendly packaging, to 'fair' hazelnuts and organic raw materials. Sustainability has been deeply rooted in our company's philosophy for many years. We make efforts to reduce harmful emissions caused directly, as well as ones caused indirectly by our raw materials and suppliers. As part of this commitment, we developed short- and long-term climate targets based on a climate strategy.

What we have already done to reduce our direct emissions

Since 2013, we have been covering all of our company's energy needs with 100% 'naturemade star' eco-energy, produced by the local water power stations in Sachseln and Sarnen. In 2019, we built a 1,000m2 photovoltaic system, which produces around 125,000 kWh of electricity per year. This corresponds to the total annual energy consumption of around 25 single-family households. Our office building is certified according to the Minergie-A standard, which means it produces more energy than it uses. Cold and heat from the production process are reused, and we also get warm water from solar energy.

Our valuable raw materials

Ever since 1959, we have been using only the best raw materials for our products. We process organic and conventional products with the same high level of care. Thanks to our suppliers' quality guarantees, only the best natural products go into every familia Müesli. Now and forever.

Commitment

bio-familia is committed to various social and sports projects.

Camp Müesli

For many years, bio-familia AG has supported school and youth club camps with its balanced familia Müesli products.

Partnerships

We are deeply involved in the world of sport and nutrition. Our diverse range of products allows us to cater to the needs of various organisations, athletes and associations by offering sponsorship and promotion activities. bio-familia AG has been an official supporter of the following associations for many years:



Certifications



Sustainability Report



Production



Innovation is the cornerstone of our success

Innovation drives us and is the lifeblood of the company. Every single person is encouraged to develop and implement new ideas in their field.



Everything starts with a thorough check of our raw materials

Every year, more than 33 million boxes of Müesli leave our facilities, containing more than 13,000 tonnes of finished Müesli. Your safety is our top priority. We perform regular spot checks and systematically monitor our raw materials to guarantee the highest level of quality.



What a wonderful smell coming from the bakery!

No wonder – here, top-quality ingredients such as oats, hazelnuts, sultanas and chocolate pieces are mixed into the popular familia crunchy Müesli and baked in a 40-metre-long conveyor furnace. Nothing is left to chance! Thanks to our bakers' experience and state-of-the-art technology, we always guarantee the highest quality and a rich flavour.



Toasting requires a great deal of finesse

In our toasting plant, we use traditional methods to hand-pick the best hazelnuts and almonds. It takes years of experience and a lot of care to achieve the perfect toasting result in the mechanic drums. This creates the unmistakable familia flavour that gives our Müesli its unique character. Find out more about our sustainable hazelnuts from the Happy Hazelnut project.

Production



Mixing Müesli requires real expertise – and our employees have what it takes!

Anyone who thinks mixing is easy is mistaken. The precise blending of ingredients is tricky. Do it wrong and you will get no more than a heap of crumbs. At the same time, everything must be well distributed so that the fruits and berries are spread evenly throughout the bag. There are also small-sized ingredients, such as fruit powder, which are weighed with precision by hand. Mixing Müesli is an art – and our employees are veritable virtuosos.



‘Extrudere’ means ‘to squeeze’

In this process, maize, rice, wheat or oats are moistened with water, kneaded into a dough with a rotating screw and then squeezed through a shaping nozzle. The dough rises, yielding a tasty crust after drying. When the product comes out of the nozzle, it is coated with sugar or cocoa syrup and dried. This is how we make our lovely teddies and our popular chocolate shells, for example. The same machine also produces chocolate-filled grain puffs.



Top cups – the trend that’s on top

Top cups (attachable cups) filled with cereal, chocolate or fruit are all the rage. Thanks to state-of-the-art systems, we can make almost any customer request a reality. Your creativity need know no bounds when it comes to top cups!



Packaging secures and protects our valuable products.

Packaging is much more than just a shell – it protects its valuable contents and keeps them safe. It provides you with important information about ingredients, nutritional values, price, weight and shelf life.

From practical family packs for use at home to two-kilo catering packs for breakfast buffets or small single-portion sachets for on the go – everything is carefully packed, labelled and subjected to a final inspection by expert professionals.

Müesli

traditional

Discover our Original Swiss Müesli recipes inspired by the Original Swiss Birchermüesli - authentic and especially developed for you.

The original Swiss Müesli - a mixture of high-quality whole grains, fruit and nuts. Tastes delicious with lots of milk and fresh fruit - exactly the way Dr. Bircher-Benner, the Birchermüesli inventor and Swiss Doctor, suggested.



crispy & light

You prefer it a bit more crispy? By adding crunchy golden toasted flakes, we create the perfect combination in texture and flavor.

To make it your perfect Müesli you can have it the classic way, or any option your project suits.

- No added sugar
- organic
- conventional
- vegan
- high protein.....



porridge

With our wholegrain oats as a base, we also offer you a wholesome, healthy and tasty porridge, just the way you like it.



Granola

Granola, light & crispy

Natural goodness from the heart of Switzerland. Our granolas are a deliciously delightful treat, with toasted hazelnuts, juicy raisins, sweet honey, fruity berries, premium Swiss chocolate and the most nutritious whole grains. Golden granola, gently baked to perfection – just the way you crave it

Flavors

The options for you are endless, as our range of tasteful ingredients meets all ideas you have in mind:

- Fruits
- Nuts
- Flakes
- Chocolate
- Classics
- Super food

Do you prefer it sweet, or are you more into savory flavors?

Quality

Organic, conventional or vegan, just let us know, we'll do the job. And of course, all our ingredients are palm oil free

Functional

High Protein is what you need? Whether it is

- low sugar
- no sugar
- low carb
- high fibre,...

you name it, we bake it!



Shaped Cereals

Shapes

Explore our range of shaped cereals and filled pillows.

Dive into the world where the lion, elephant and the funny crocodile meet.

You're more into hearts & stars, numbers or letters? The sky is the limit.....ask us!

Swiss chocolate pillows

Our famous delicious pillows filled with the finest Swiss chocolate are a treat for the young and the young at heart.

Ingredients

Using only natural ingredients, no preservatives or palm oil we bring the visually appealing, healthy breakfast or snack onto your table.

Flavours

- Sweet Honey
- dreamy chocolate
- cinnamon sugar
- or just wholesome grains?

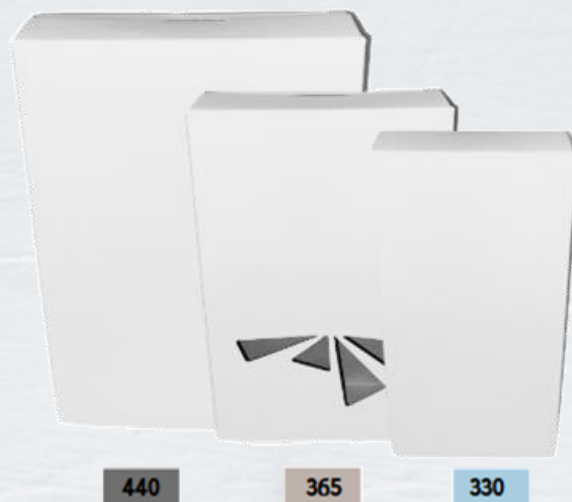
Let us know, our R&D is ready for you.

Quality

These shapes are available in vegan, organic, conventional quality.



Packaging Options



	Units per case	Cases per layer	Layers per pallet	Cases per pallet	Units Dimensions (cm)			Case Dimensions (cm) Outside			Units per pallet (Euro 1200x800x145)	Pallet height (cm)
					L	W	H	L	W	H		
Bag in Box												
Box 440	6	14	8	112	17.5	5.2	25.0	32.7	18.3	25.8	672	220.90
Box 365	6	20	9	180	14.0	4.7	21.4	30.1	14.8	22.2	1080	212.50
Box 330	6	20	9	180	10.9	6.1	21.5	38.3	11.6	22.0	1080	212.50
Standing-bag												
Standing-bag 580	5	7	6	42	18.5	9.0	41.0	54.4	23.4	29.8	210	193.30
Standing-bag 450 (high)	5	14	6	84	14.0	7.0	30.0-35.0	37.7	17.1	27.5	420	179.50
Standing-bag 450 (short)	5	14	6	84	14.0	7.0	25.0-28.0	37.7	17.1	25.5	420	167.50
Standing-bag 375 (high)	6	16	6	96	10.5	7.0	30.0-34.0	39.4	15.0	27.0	576	179.50
Standing-bag 375 (short)	6	16	9	144	10.5	7.0	25.0-30.0	39.4	15.0	22.3	864	215.20
Standing-bag 208	48	9	11	99	6.1	3.1	18.0	38.0	27.6	17.5	4752	207.00

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