

**Press release**

bio-familia AG: New management

**bio-familia AG**

June 2025

**Daniel Lutz becomes new CEO of bio-familia AG**

**bio-familia AG announces a change in executive leadership: As of 1 August 2025, Daniel Lutz will assume sole management of the traditional müesli company based in Sachseln.**

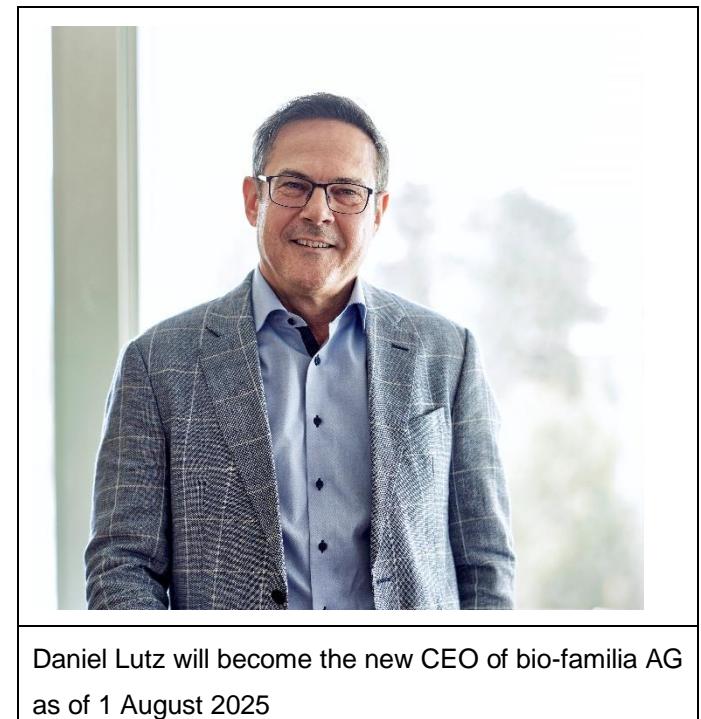
Daniel Lutz brings over 25 years of experience in driving growth and transformation in the global food industry. Most recently, he served as Group CEO of Orior AG in Zurich for nine years, prior to which he had an international career at Nestlé.

"I am very happy to become part of bio-familia and to be able to further develop the brand familia and the company together with a strong team", says Daniel Lutz.

"The values, the entrepreneurial thinking and the great commitment of the employees to healthy and sustainable nutrition have impressed me. I am convinced that together we can achieve a great deal."

Daniel Lutz succeeds Manuel Dubacher, who has been Co-CEO Operations at bio-familia since June 2023 and took over the company on an interim basis after Daniel Bächler's departure in November 2024. After 13 years at bio-familia, he will leave the company in the summer of 2025.

bio-familia would like to thank Manuel Dubacher sincerely for his great personal commitment and valuable leadership in recent years.



Daniel Lutz will become the new CEO of bio-familia AG as of 1 August 2025

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The press release can be downloaded from the following address:

<https://www.bio-familia.com/en/bio-familia/media>

**About bio-familia AG**

bio-familia AG was founded in 1954. As a pioneer of müesli and organic products, it developed the first organic birchermüesli in 1959. With the first müesli exports, bio-familia AG helped the Swiss birchermüesli achieve worldwide fame. The employees of bio-familia AG are passionate about nature and the sustainable production of the finest müesli creations for the whole family. All müesli is produced in Sachseln. The workforce is committed to ecological sustainability and is working towards net-zero goals in numerous small steps.