



finalist 2008

News Release

mymuesli
custom-mixed cereals

mymuesli: The world's first award-winning custom-mixed muesli came to the UK one year ago – and the idea caught on quickly...

The idea might sound somewhat whacky, but it works: in 2005, three university students came up with the concept of mymuesli – the first platform worldwide where you can mix your own organic muesli online, with a choice of 75 different ingredients. This makes it possible to create 566 quadrillion individual muesli mixes – and you can even name your own muesli.

Irrespective of whether you are a chocolate addict, a raisin hater or an athlete, this incredible variety will make it easy to invent your all-time favourite muesli. One of mymuesli's great assets is the multitude of eccentric and exotic ingredients (from over 20 countries) included in the product range, like carrots, Tibetan Goji-Berries, cedar nuts or jelly babies. Philipp Kraiss (27), one of the company founders, is constantly on the lookout for new crazy and tasty muesli ingredients.

mymuesli has been available in Germany since April 30, 2007. The company was founded by Hubertus Bessau (27), Philipp Kraiss (27) and Max Wittrock (25) who met while they were studying at university. All three of them live in the small city of Passau in Bavaria, Germany – an ideal spot to manufacture premium organic muesli in piece and quiet.

Passau is also the location of the muesli production; this is where all the mueslis are mixed according to the customers' desires. And this is where each of the large white muesli-cans gets its individual label displaying the name the customer gave to the mix.

And although the idea initially sounds a little crazy, it was already very successful during its first business year: mymuesli was awarded several business prizes (one of which was awarded by The Financial Times Germany), there are currently over 40 people working for the company, it has reached a turnover worth over 1 million Euros and it was elected the German startup of the year in 2007¹.

“We hoped that mymuesli would find just as many friends here in the UK as in Germany, Austria, and Switzerland”, says Max Wittrock, one of the three founding members. “And it did! We are still looking forward to a great deal of feedback, so we can continue to improve our products. Last year lots of e-mails and user replies in the United Kingdom have really helped us immensely with the project. Because after all”, Wittrock says, “it is supposed to be a user-generated breakfast.”

More information on mymuesli: www.mymuesli.co.uk or contact

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You can find the mymuesli blog with all the latest news on <http://uk.mymuesli.com/blog>

mymuesli on Twitter: www.twitter.com/mymuesli

¹ by DS Media, deutsche-startups.de, Germany's leading startup blog