

# 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 &  
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The logo for iimex, featuring the letters 'i', 'i', 'm', 'e', 'x' in a stylized font. The 'i's are blue, the 'm' is green, the 'e' is orange, and the 'x' is black. Below the letters is the word 'iimex' in a bold, black, sans-serif font.