

mymuesli.com – custom-mixed organic muesli is only a click away

To break into the Swiss market, first e-commerce retailer for customized organic muesli in the world settles in the Canton of Thurgau



A spontaneous idea by three graduate students turned into a remarkable success story. Max Wittrock, Hubertus Bessau and Philipp Kraiss were listening to a radio commercial of a well-known cereal brand, when the idea came up that consumers should be able to create their very own muesli mixes. In 2007, “mymuesli.com” started in Germany as the first online retailer globally for customized and organic muesli mixes. After only 7 years, the company employs about 300 people at its headquarters in Germany. To break into the Swiss market, the company established a subsidiary in Tägerwilten, Canton Thurgau.

Interview with Philipp Kraiss, Co-owner and CEO of mymuesli GmbH, D-Passau, about the location decision and potential of further expanding in Switzerland:

You tackled European expansion after being in business for only a year. What was your motivation behind establishing a subsidiary in Switzerland?

Speed of package delivery, custom modalities and proximity to our customers were the decisive factors. Delivery time from Germany to Switzerland was sometimes up to two weeks. This was definitely too long and not customer-friendly enough for us. On top of that came a problematic customs procedure. We were required to enclose a certificate of origin to our product. With a product allowing for 566 quadrillion possible customized

mymuesli
custom-mixed cereals



mymüsli, the first e-commerce retailer for customized mix-and-match organic mueslis worldwide was

founded in Germany in 2007. The company has experienced enormous growth rates of 70–100% per year. Today, the company employs 300 people. Its products are available in Austria, the Netherlands, Belgium, Luxembourg, and the UK. mymuesli is a dynamic company with a creative product development and product lines. A few examples are: mymuesli2go (to-go mueslis), muesli for corporate clients (with logo on packaging), and – brand new – the muesli drink. In 2011 Oh!Saft and Green Cup Coffee were launched. Most recently, the e-commerce business added 10 brick-and-mortar stores supporting its online operations. Select ready-made products are also available at various department stores.

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combinations this would have been impossible. At the same time, we now have the advantage of being close to our clients. We noticed that Swiss clients prefer to buy from Swiss firms.

What were the decisive factors in choosing Thurgau as the preferred location?

We feel very much at home in the region around Lake Bodensee. That is why the Swiss Canton of Thurgau which borders Germany and is close to our headquarters in Passau (Germany) was our favourite location to establish our subsidiary right from the start. Unfortunately, back then we couldn't find suitable office space, nor in the surrounding cantons. So first we ended up in Basel in 2008. But it was always our goal to establish a location in Thurgau. And since 2010 we have in fact been located in Tägerwilten.

How was the process of incorporating your company?

Incorporating our company was – as in Germany too – not complicated at all.

What were the challenges related to expanding in the Swiss market?

In Switzerland you have other food labeling requirements than in EU countries. This means that we need to declare everything differently – and this for a relatively small market compared to Germany. Aligning the labelling to EU standards would be desirable.

And how do you rate the administrative burden compared to Germany?

We experience the government in Thurgau to be very business-friendly and sophisticated. In general, as a food manufacturer you are under strict regulations in either Germany or Switzerland, which is understandable from the consumer's point of view. Each country has its own challenges, but otherwise it would be boring, wouldn't it.

How many employees do you have? And what business functions are located in Tägerwilten?

Three employees process the entire packaging and distribution for Switzerland for our online business here. Once a week we deliver the ingredients for the muesli mixes and our pre-made products from Germany by truck.

Do you currently have any expansion plans?

We constantly expand our product line with new products and ideas, for example with our «mymuesli2go» (to-go muesli mixes). And for companies we offer customized mueslis with corporate designs on the packaging. For the latter, we often receive large deliveries here in Switzerland, which might be a reason to expand. And we have new ideas for chocolate products. Switzerland is predestined as a production site. Unfortunately, I can't tell you more about it just yet.

Quick facts

Origin: Germany
Branch: Food
In Thurgau since: 2010

Main reasons for choice of location:

- Market expansion Switzerland
- Borders with Germany
- Proximity to customers
- Easy customs



(Picture: olvngm)