



Go with the Grain

Miss Muesli wants you to break your fast the healthy way

by Nimo Wanjuan



Two years ago, Czech native Klara Dlouha (pictured on the bottom left) received handmade muesli as a Christmas gift from her sister. She started doing her own research after having trouble consistently finding affordable muesli for breakfast, meeting future business partner Anita Zhang in the process. On October 21, they opened Miss Muesli in Xiguan Hutong right next to Caju Moroccan Bistrot and Rummery.

The duo sources their ingredients from Europe and China, using import companies like the ones that Zhang used to work for, and suppliers whose main clientele consists of hotels. The ingredients are stored and prepared in the kitchen at the the back of their shop.

Miss Muesli sells muesli and granola; the latter is baked, resulting in a clumpier and more substantial breakfast cereal. A row of shelves divide the shop front from the back, loaded up with muesli mixes weighed, packed, sealed, and stamped by the women themselves.

Miss Muesli has four different types of pre-mixed muesli and one granola. The muesli flavors are Miss Fruit Fever, Mr. Naughty Nut, Miss Beijing Kiss, and Mr. Fig and Mrs. Date. The granola mix is called Granny Granola. All mixes come in two sizes: 400g and 750g. The 400g bags cost RMB 35 for the muesli and RMB 45 for the granola, while the 750g bags cost RMB 58 for the muesli and RMB 70 for the granola. For the holiday season, Dlouha and Zhang are packaging their cereals in glass bottles to give as gifts; these cost RMB 60 for the muesli and RMB 70 for the granola.

Miss Muesli mixes are made up of three components: a base (e.g. oats, rye, buckwheat, and granola), dried fruits (e.g. Chinese red dates, cranberries, figs, hawthorn, goji berries, red raisins, and rose buds), and nuts and seeds (e.g. pecan, pistachios, hazel, pumpkin seeds, white sesame, and linseed). Customers can also tailor their muesli or granola according to dietary needs; prices will vary according to the weight of the ingredients.

Every month, one special mix is offered at a discount. For example, Beijing Kiss was created with the intent to introduce muesli to the Chinese market but has become a favorite with foreigners instead, due to its ingredients such as goji berries, longan, Chinese red dates, and others, to give it a local twist.

Orders can be made through the website, by email, by phone, or in person. Orders are delivered by *kuaidi* for a fee of RMB 10 regardless of distance. Most muesli orders can be delivered within one or two days, while granola requires an extra day to allow for baking time.

Miss Muesli 燕麦小姐

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