



One of the absolute favourites of the hotel's guests: Maritim Bircher Muesli, an indispensable part of the signature breakfast buffet.

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## Maritim-style muesli: German hotel chain offers hotel's guests a muesli experience for them to enjoy at home

A good four tonnes: That's how much delicious Bircher muesli Maritim guests enjoy every year for their breakfast. This very special muesli mix, created especially for the Maritim hotel chain has been an indispensable part of the [breakfast buffet](#) for many years, and is one of the absolute favourites of the hotel's guests.

"One of our top products," according to Lutz Niemann, [star chef at the](#)

[Orangerie](#) in the [Maritim Seehotel Timmendorfer Strand](#), and who is responsible for the Food & Beverage (F&B) division of the entire [hotel group](#). Just over six years ago, he introduced the recipe for the Maritim Bircher muesli, and since then its popularity has just gone from strength to strength. “That’s why we would now like to also offer our guests a Maritim muesli experience for them to enjoy at home,” explains the top chef.

In all german [Maritim hotels](#), we now offer 500 g of this special mix for €5.40 – with instructions on the rear. That’s because, of course, Maritim-style muesli has to be prepared following a very special recipe.

Secret tip: It’s about a good yoghurt and also a little bit of patience! For the consistency of the muesli to be just right, it must be stirred and then left to stand a while. “The fresh, cooling smoothness and yet pleasant crunchiness produce an authentic, well-rounded taste experience,” is what the star chef Niemann has to say.

And because guests love the taste of Maritim Bircher muesli, its also available in a 70 g trial size in what we call [“Pro Tomorrow” bags](#). The guest receives this if they do without having their room cleaned for a hotel stay of several days, the benefit of which goes to a regional environmental or social project.

“As a little thank-you and a souvenir of Maritim. What’s more, the regional, high-quality and healthy product is in keeping with our sustainability initiative,” says Jens Vogel, director of the [Maritim Hotel Düsseldorf](#) and the person in charge of the “Pro Tomorrow” project. Over €200,000 have already been donated to local sustainability and social projects, from tree planting campaigns and bee projects to aid campaigns for schools and daycare centres. “Just recently, for example, what we call a bee “filling station” was planted at the [Maritim Hotel TitiseeNeustadt](#). The [Maritim Hotel Darmstadt](#) handed over a high four-figure donation cheque to the KITA Kunterbunt (a daycare centre) and, at the Timmendorfer Strand, the donation from the [Maritim Hotel Travemünde](#) to the regional nature protection association made a big difference. The aim is to support local partner projects in the long-term and not just from time to time,” said Jens Vogel to explain the concept. A list of all the projects can be viewed [here](#).

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The Maritim Hotelgesellschaft is one of Germany’s largest owner-managed hotel groups. The company’s nationwide hotel network is represented by

hotels in six countries overseas: Mauritius, Egypt, Malta, Bulgaria, Albania and China.

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