



CULTURE

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Five Questions with Miss Muesli

Five Questions about the best way to start your day in Beijing

By Dann Gaymer 1 week, 2 days ago

Breakfast is the most important meal of the day and people who know know that you got to do breakfast right. Which is why Miss Muesli is frickin' awesome" custom made muesli and granola in the heart of Beijing. It's healthy, nutritious and soooooo tasty. To celebrate the start of the weekend we asked the ladies behind the muesli revolution in the northern capital a thing or two about making breakfast happen.

AWEH: How does an average Friday in the world of Miss Muesli start off?

Miss Muesli: While Friday for most of people is the beginning of the weekend, for us it means the real work begins. We head to the muesli store bright and

early — to mix, bake, and prepare enough for the weekend markets. It's pretty much nonstop until the late evening. Throughout the day, customers will come by — giving us a chance to take a much needed break and feeling human again. By the end of the night, we're so exhausted we usually head straight to bed.

AWEH: Have you ever got your hand's covered in muesli and started eating it off your hands, but then it's tasted too good so you started eating your hands?

Miss Muesli: Well, this actually happens time to time when I finish making granola, our signature mix. My hands are stuck with oats and honey — it's too hard to resist. I gnaw it off carefully so I don't end biting my hands off. We turn into wild beasts, so best keep your distance if you catch us in this state.

AWEH: Why does Beijing need more muesli?

Miss Muesli: We want people who live in Beijing to avoid starting their day with *jianbing* and *youtiao* on their hands, especially when the air is polluted. It's nasty! We already eat enough bad food in the city — so why start the day like that? We've done it too many times and simply got fed up with it. We're hoping most Beijingers will see the light and eventually choose this healthy alternative to start their day.

AWEH: If money and time weren't an issue what would be your ultimate muesli mix?

Miss Muesli: I'm a berry freak so if I could find a way to toss in blueberries, raspberries alongside something more exotica (and freakish) like dorian and perhaps a dash of avocado for good measure. As you can tell, my tastes buds are all over the place. Someone once mentioned a meat muesli — people will eat anything these days.

AWEH: What does the future hold for Miss Muesli?

Miss Muesli: Besides wanting more and more people, through Miss Muesli, to accept the idea and concept that eating a healthy breakfast can really change the course of your day — well it would be nice one day to own a small cafe where people can enjoy their muesli with a morning coffee and magazine.

If you're in Beijing and want some awesome in your face hit Miss Muesli up: www.missmueslibeijing.com