

A torn paper effect at the top of the image, with a white background above and a blue background below.

Katmun

Functional Foods Without Compromise

EXPANSION BEYOND EUROPE

Chiefs & Katmun

Chiefs is the leading Swiss functional food brand. Since 2014, Chiefs has gained recognition for its innovative products, initially popular among fitness and health-conscious consumers before rapidly expanding to a broader lifestyle audience. Today, Chiefs products are available across many European countries, primarily in retail and convenience channels, but also through fitness, health, and lifestyle distributors and online platforms.

Since 2022, Chiefs AG, the owner of the Chiefs brand, has successfully expanded its reach beyond Europe by distributing many Chiefs products under the Katmun brand through its subsidiary, Tandego GmbH.

Find out more about us! [in](#) [o](#) [f](#) [d](#) [chiefslife.com](#) [kaimunlife.com](#)

FUNCTIONAL FOODS WITHOUT COMPROMISE



2015

Market entry with Protein Drinks

Primarily fitness channels



2016

Launch Whey Protein Powders

Market entry Retail

Market entry Convenience



2017

Launch Protein Puddings

Broad availability of all products in retail, convenience, health- and fitness channels

Market entry in the EU



2018

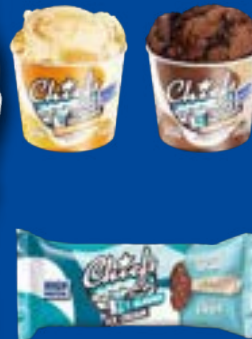
Range extension Protein Drinks

Range extension Protein Puddings



2019

Launch Protein Ice Creams



2020

Launch Protein Bars

Launch Protein Ice Bars

Range extension Protein Puddings

Range extension Protein Ice Creams



2021

Range extension Protein Bars

Range extension Protein Puddings



2022

Launch Protein Core Bars

Range extension Protein Puddings

Range extension Protein Ice Creams



2023

Launch Protein Spread

Protein Drinks Redesign

Range Extension Protein Bars



2024

Range Extension Protein Drinks

Launch Vegan Protein Drink

Range Extension Protein Bars

Launch Vegan Protein Bar



PROTEIN MILK DRINKS

HIGH PROTEIN

LACTOSE FREE

NO ADDED SUGAR



Protein Meets Taste!



MEET THE DREAM TEAM

NEW



Practical and unbelievably delicious—for athletes, the health-conscious and those who enjoy great taste alike. All Kaimun Milk Protein Drinks are high in protein, with zero added sugar. Lactose- and gluten-free. Trade unit is 8 x 330 ml.

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Functional Foods Without Compromise



PROTEIN BARS

Crispy on the outside, soft on the inside, and covered in the finest chocolate—enjoyment guaranteed. The best part: each bar contains a solid 20 grams of protein. No added sugar. Trade unit is 12x 55 g.



**HIGH
PROTEIN**

**NO ADDED
SUGAR**

Snack
smart!

Raspberry
core



VEGAN PROTEIN

Our vegan Protein Bars & Drinks are packed with protein, rich in flavour, and irresistibly satisfying. Plant-based nutrition has never tasted this good.

Great taste!



HIGH PROTEIN

NO ADDED SUGAR



WHEY PROTEIN

*Even better
nutritional values!*



LACTOSE FREE

GLUTEN FREE

Experience premium quality with our pure Whey Protein Powder. High-quality protein enriched with vitamins and minerals, it's the perfect choice for fueling your goals and supporting overall wellness.

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Functional Foods Without Compromise

2025 NEWS

In 2025, we are launching our new Performance Drinks and Soft Protein Bars. Both combine exceptional taste with outstanding nutritional value.

Adding to our popular lineup, the Salty Caramel Protein Drink brings even more indulgence to our beverage range.

In partnership with the iconic Swiss brand Kägi, we are introducing the High-Protein Chocolate Wafer, uniting tradition with innovation and delivering exceptional nutritional benefits.

And last but not least, our brand-new zero sugar, zero calorie syrups in convenient 65ml squeeze bottles bring superb taste to your hydration needs.



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The Year of Innovation!

Kaimun

Functional Foods Without Compromise

Kaimun caters to a broad audience—from connoisseurs seeking sensory delight with purposeful nutrition to those embracing a health- and fitness-focused lifestyle. Every product delivers exceptional functionality paired with irresistible taste.

That's Kaimun: Functional Foods Without Compromise.



HIGH
PROTEIN



ZERO ADDED
SUGAR



LOW
CALORIE



GLUTEN
FREE



LACTOSE
FREE



MINERALS



VITAMINS

TARGET SEGMENTS



SPORTS

Everyone knows: performance starts with the right fuel.

At Kaimun, we provide the perfect blend of high-quality nutrition and great taste to power your workouts, recovery, and goals—whether you're hitting the gym or the trail.

**With Kaimun, functionality fits seamlessly into your day.
Delicious, practical, and crafted for real life.**

Kaimun is designed for everyone—whether you're a food lover chasing new flavours, a busy professional needing quick, nutritious options, or someone looking to make smarter choices without sacrificing taste.



LIFESTYLE

At Kaimun, we're here to help you feel your best and live your fullest.

Whether you're boosting energy, enhancing your mood, or simply enjoying a balanced lifestyle, our products are designed to support your well-being.



HEALTH



distributed by

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