

NEW SPRÜNGLI STORE OPENS IN BASEL SBB

The master chocolatier makes a comeback in Basel railway station's redeveloped west wing

Confiserie Sprüngli is opening a new store in the redeveloped west wing of Basel SBB railway station on 25 June 2021. This marks the return of the Zurich-based confectioner to Basel railway station in a new location. Designed to meet the needs of rail passengers, commuters and station users, the new Sprüngli store features a self-service concept featuring fresh food and drinks on the go, alongside iconic Sprüngli classics. Renowned for its excellent personalised service, Swiss grand cru chocolate pioneer Sprüngli will supply customers at Basel railway station with pralines, truffles and Luxemburgerli, as well as the popular mix and match chocolate slabs. At the Sprüngli Chocolathèque, a wide variety of exquisite chocolates are broken by hand and assorted to suit our customers' wishes – another treat from the master chocolatiers at Sprüngli.



The new Sprüngli store in Basel railway station opens its doors on Friday, 25 June 2021 as part of the reopening of the redeveloped west wing. Thus, the Confiserie make a comeback in Basel SBB railway station at a new location. It's a welcome return to the railway station for Sprüngli – as the master chocolatier previously welcomed customers to its store in the Passerelle until July 2019. The new store invites customers to enjoy a magnificent confectionery experience in typically elegant yet modern surroundings featuring exquisite materials and stylish clean lines. Large display windows are the perfect place to showcase the sweet treats in their most tempting light.

At the Sprüngli Chocolathèque, fresh chocolate slabs are carefully broken by hand and assorted to suit our customers' wishes, all in the spirit of Sprüngli's excellent personalised service. As pioneers of grand cru chocolate in Switzerland, Sprüngli is enhancing its range of traditional chocolate slabs with mix and match offerings at the Chocolathèque and seasonal creations. A tempting selection of fresh grand cru and milk chocolate slabs is yet another testament to the traditional craft of chocolate-making pursued at master chocolatier Sprüngli since 1836.

The railway station location ensures that customers from the cantons of Basel-Stadt and Basel-Land and tourists and commuters can find their favourite treats from Sprüngli here – from the finest fresh Truffles du Jour and tempting pralines to light and airy Luxemburgerli that can all be assorted to customers' tastes. The new Sprüngli store complements the existing presence on Barfüsserplatz in Basel and Sprüngli once again offers chocolate connoisseurs excellent service and unparalleled enjoyment at two locations.

As well as browsing a wide range of chocolates, visitors can pick up a quick coffee or snack for their journey with our self-service concept. Fruity Bircher muesli, crunchy salads and delicious sandwiches made with freshly baked bread are available.

As ever, Confiserie Sprüngli relies on natural ingredients of the finest quality, absolute freshness and passionate craftsmanship for all its products.



Follow us on Instagram: [@confiseriespruengli](https://www.instagram.com/confiseriespruengli)
#Sprüngli #SprüngliSindWir #BaselSindWir

Current opening hours of the new Sprüngli store:

Monday to Friday: 7:00 am – 7:00 pm

Saturday to Sunday: 8:00 am – 6:00 pm

Bahnhof Basel SBB, ground floor, west wing, Centralbahnstrasse 14, 4051 Basel

Sprüngli

About Sprüngli chocolate

As a pioneer of grand cru chocolate in Switzerland, Sprüngli sets out to find the finest cacao beans from the world's best growing regions. Sprüngli works with carefully selected partners in the local regions to ensure that natural resources are protected, the natural environment is respected, and that the cacao farmers work under fair conditions and for a fair price. The cacao beans used by Sprüngli come from cacao trees at selected locations in Venezuela, Ecuador, Bolivia, Cuba and Madagascar. The fruit is harvested by hand at just the right time by small-scale farmers and processed with the utmost care. The single-variety selection of original fine cacao beans, combined with the intense taste of delicate flavours, make Sprüngli grand cru chocolate a rare delicacy – pure, authentic indulgence of the highest quality.

About our Swiss family business

A Swiss family business steeped in tradition, Sprüngli is now in its sixth generation of management, headed by Milan and Tomas Prenosil. Its products, hand-crafted in Dietikon according to the traditions of the trade, are sold in our 24 Sprüngli stores across Switzerland. These are located in and around Zurich, Baden, Basel, Bern, St. Gallen, Winterthur, Zug and Geneva. These are complemented by a total of five gastronomy outlets, ranging from our Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has a branch at the Dubai Mall in Dubai and, since 2018, runs the exclusive Boutique & Café in Abu Dhabi.

For more information or image requests:

Confiserie Sprüngli AG
PR & Communications
Frau Bianca Sameli
T +41 44 224 47 33
media@spruengli.ch
www.spruengli.ch

