



Sprüngli

CONFISERIE SPRÜNGLI SHOWCASES ITS FINEST AND MOST POPULAR PRALINES AND TRUFFLES IN TWO NEW HOUSE ASSORTMENTS

WITH ITS PRODUCT LAUNCH, SPRÜNGLI IS CELEBRATING BOTH THE ART OF CHOCOLATE AND THE HISTORY OF ITS ICONIC SPRÜNGLI HOUSE.

Zurich, 17 September 2024 – Confiserie Sprüngli is renowned for more than 185 years of tradition as master chocolatiers. From the very beginning, confectioners have carefully made exquisite chocolate creations by hand using the finest natural ingredients in Sprüngli's own factory. Now, Sprüngli is presenting an exclusive and lovingly selected assortment of its finest and most popular pralines and truffles in the two elegant Sprüngli House Assortments. The two new products celebrate the family company's profound chocolate expertise and craftsmanship, as well as the rich history of its Sprüngli House on Paradeplatz.



The new House Assortments allow customers to discover the diversity of the sophisticated pralines and exquisite truffles from the House of Sprüngli. The assorted chocolate creations are lovingly and carefully made fresh by hand in Sprüngli's own factory in Dietikon in the canton of Zurich, using the finest natural ingredients, following closely guarded recipes and with an eye on every detail. This craftsmanship is based on over 185 years of tradition as master chocolatiers and distinguishes the high quality of Sprüngli's delights.



Sprüngli



House Assortment of Pralines

An exclusive and lovingly selected assortment of sophisticated pralines from the House of Sprüngli. Discover the Praline Grand Cru Arriba-Nut, the Praline Noisette, the Praline Vanilla and many more praline creations from the Sprüngli factory.

Available from 17 September in all Sprüngli stores and online for CHF 79. Without alcohol.



House Assortment of Truffles

An exclusive and lovingly selected assortment of exquisite truffles from the House of Sprüngli. Discover the Truffles Classiques in milk, dark and white chocolate, the Truffles Fine Champagne, the Truffles Rosé & Noir and many more truffle variations made from the finest chocolate.

Available from 17 September in all Sprüngli stores and online for CHF 79. Contains alcohol.

The company relief on the front of the House Assortment portrays the Confiserie Sprüngli headquarters at Paradeplatz in Zurich. The building, which was acquired by the Sprüngli family in 1859, has become one of the city's iconic landmarks. Chocolate creations hand-crafted from the world's finest ingredients have been sold in the store here from the very beginning. The Café&Restaurant is also a popular meeting place of global renown. This year, parts of the building, including the Café&Restaurant, are undergoing extensive renovations, before reopening with a new look in late autumn. With its new House Assortments, Sprüngli is already giving customers a taste of what awaits them in the new restaurant: a world of indulgence, craftsmanship and tradition.

Would you like a sample of the new House Assortments to try our exclusive selection of pralines or truffles for yourself? We would be delighted to receive your enquiry.

For more information and any image requests:

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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 28 Sprüngli stores across Switzerland. These are located in and around Zurich, Aarau, Baden, Basel, Bern, St. Gallen, Winterthur, Luzern, Zug and Geneva. These are complemented by a total of four gastronomy outlets, ranging from our Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has a store at Munich airport.