



Sprüngli

WHEN CHOCOLATE TELLS STORIES – EXPLORE THE SPRÜNGLI CHRISTMAS WONDERLAND WITH GINGERBREAD MAX

CONFISERIE SPRÜNGLI PRESENTS ITS HANDMADE TREATS FROM ADVENT TO CHRISTMAS

Zurich, 2nd October 2025 – Christmas and Sprüngli chocolate – two things that always go hand in hand. This year, the long-established company will once again be presenting new creations made from the finest Swiss chocolate and iconic classics from the House of Sprüngli. The delicious treats will be presented by Sprüngli's charming Gingerbread Max – made using traditional artisan techniques, he brings the magic of Christmas to the table with specialities from Sprüngli.



Sprüngli's iconic 105 g Gingerbread Max was first produced in 2011 and has delighted children and adults alike ever since. Eight years later, his 250 g big brother joined the family. Both have since become an integral part of Sprüngli's Christmas celebration. The secret lies in the combination of traditional honey gingerbread, a delicious almond filling and a hint of exquisite spices. Each gingerbread figure is carefully crafted by hand before finally being decorated with a delicate sugar glaze. Gingerbread Max's winning smile isn't just appealing to children – it also makes him a thoughtful addition to any Santa's Sack, an atmospheric table decoration for Advent or a charming



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Christmas gift. This year, he even comes with new icing decorations – smart cuffs make Gingerbread Max even more dapper. He has always been popular: in his previous look he was decorated more than 130,000 times. Preparations for his production at Sprüngli's factory in Dietikon are already in full swing this year.



Gingerbread Max

A delicious almond filling coated in aromatic honey gingerbread and enriched with exquisite Christmas spices – produced using traditional artisan techniques and lovingly decorated, piece by piece.

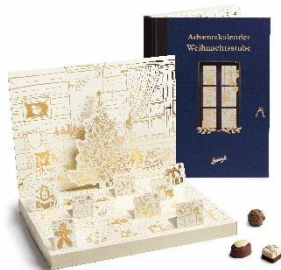
Gingerbread Max 105 g CHF 16

Gingerbread Max 250 g CHF 29

Available from 28 October.

This year's Gingerbread Max isn't arriving empty-handed – he'll be presenting spectacular Advent calendars filled with 24 delectable Sprüngli specialities, as well as charming Santa surprises and delicious Christmas gifts made from the finest chocolate. And don't forget the wonderful dessert range from the House of Sprüngli to round off any festive meal.

Every door opens to a handmade speciality



Advent Calendar Christmas Scene

This elegant, beautifully illustrated Advent calendar adds a touch of nostalgic charm – with a sumptuous chocolate treat behind every door.

CHF 44

Available from 11 November.



Advent Calendar Deluxe Christmas Tree

A mouth-watering surprise from the House of Sprüngli every day – presented in a festive Christmas tree made from high-quality fabric.

CHF 89

Available from 11 November.



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Santa's Sacks

Traditional Sprüngli Santa's sack bursting with a variety of delicious chocolate and St. Nicholas' Day specialties. Available in red or green.

1060 g, CHF 89

645 g, CHF 59

Available from 11 November.



Artisan techniques meet the tradition of chocolate-making – the finest praline creations at the most beautiful time of the year

At its factory in Dietikon, Confiserie Sprüngli lovingly produces festive chocolate creations made from premium varieties of cacao beans from the best growing regions. This craftsmanship and skill at producing chocolate is based on the company's tradition as a Haut Chocolatier, which stretches back to 1836 and puts Sprüngli's delicacies in a class of their own.



Christmas Magic Deluxe



Bonbonnière Christmas Tree



Métal-Boîte Snowflakes



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A limited selection of pralines to mark last year's anniversary of Sprüngli's classic 'Christmas Magic'.

CHF 59
Available from 25 November.

Melt-in-the-mouth pralines and truffles presented in a twinkling Christmas tree-shaped box.

CHF 79
Available from 2 December.

Twenty-four of the finest pralines and truffles made from exceptional dark, white and milk chocolate – lovingly presented in an elegant, festively decorated Métal-Boîte.

CHF 54
Available from 2 December.

The Christmas grand finale – ice-cold dessert classics from Sprüngli

Sprüngli also makes delicious desserts offering that little something extra for a festive celebration. The elaborately crafted Ice Fruits from the House of Sprüngli are sure to leave a lasting impression.



Ice Fruits

Eight ice-cold fruits made from ice cream and sorbet – hand-crafted with care and lovingly painted by hand. Eye-catching and designed to be enjoyed in different ways.

CHF 74
Available from 4 November.



Ice Mandarins

This popular dessert classic from Sprüngli is made of a fresh and fruity mandarin sorbet, carefully arranged inside a real mandarin.

5 pc CHF 45
Available from 28 October.

You can find many more gift inspirations from Sprüngli online at spruengli.ch.

We are happy to receive requests for test samples of the products presented here.



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About our Swiss family business

Confiserie Sprüngli is one of Europe's most renowned confectioners and is a Swiss pioneer in the world of fine chocolate. A Swiss family business founded in 1836 and steeped in tradition, Sprüngli is now in its sixth generation of management, headed by Milan and Tomas Prenosil.

Melt-in-the-mouth pralines and truffles keep company with the legendary Sprüngli Luxemburgerli, loved by all who taste them. 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. Its products, hand-crafted in Sprüngli's own factory in Dietikon according to the traditions of the trade, are sold in 29 Sprüngli stores across Switzerland. These are located in and around Zurich, Baden, Aarau, Basel, Bern, St. Gallen, Winterthur, Lucerne, Zug and Geneva. They are complemented by a total of four gastronomy outlets, ranging from the Café-Bar to the legendary Café & Restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has a branch at Munich Airport.