



## Key Figures Confiserie Sprüngli

**1836** David Sprüngli acquires Konditorei Vogel in Zurich's Marktgasse. The foundation stone of the company is laid.

**1845** David Sprüngli & Fils begins chocolate production at the prompting of Rudolf Sprüngli-Amman.

**1859** The shop at Paradeplatz opens for business. It rapidly becomes the premier address for fine confectionery and pastries and a popular meeting place on Zurich's Bahnhofstrasse.

**1883** Coffee is served for the very first time in the history of the company in the Sprüngli Pavilion at the National Exhibition in Zurich.

**1892** Confiserie Sprüngli and Chocolat Sprüngli (which later became Lindt & Sprüngli) go their separate ways and have been completely distinct businesses ever since. David Sprüngli-Baud assumes control at Confiserie Sprüngli.

**1909/10** The business premises at Paradeplatz are renovated in the Art Nouveau style.

**1924** Hermann Sprüngli, a representative of the fourth generation, takes the reins.

**1931** The total refurbishment of the premises at Paradeplatz is put in hand.

**1956** Richard Sprüngli (5th generation) assumes control of the business.

**1957** Launch of the light and airy Luxemburgerli.

**1961** Traffic and space considerations persuade the company to move production to Dietikon.

**1970** The store in the Spreitenbach Shopping Centre is ready to open its doors. Over the next few years, Sprüngli will open further stores in prime shopping locations in the Winterthur, Basel, Bern, Zug and Geneva areas.

**1994** Richard Sprüngli's nephews, Milan and Tomas Prenosil, assume control of the family business.

**1998** Confiserie Sprüngli is the first company in its sector to establish an online presence.

**2001** The production facilities in Dietikon are extended and modernised.

**2007** The sales and customer advice facilities and the cafe bar on the ground floor at Paradeplatz are redesigned and modernised.

**2012** The distribution network is being systematically expanded with an attractive outlet at Geneva airport together with a new Café & Lounge at Zurich airport.

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**2015** Launch of the exquisite «CUBA – auténtica colección» product line.

**2015** For the first time, Confiserie Sprüngli launches four kinds of chocolate made from pure hay milk in bar form.

**2015** Relaunch of the Confiserie Sprüngli website.

**2016** Launch of a new store concept in ShopVille Zürich for a quick bite of indulgence. This is followed by another Sprüngli shop-in-shop in the Bongénie fashion store in Geneva.

**2017** The first store in eastern Switzerland opens at the heart of St. Gallen's Old Town. Another new store is located right inside Zurich Oerlikon railway station.

**2020** Sprüngli launches a world first, the Grand Cru Absolu – an intense chocolate experience made from 100% cacao fruit. Sprüngli uses fine cacao beans from Bolivia and the fresh, naturally sweet juice from the cacao fruit.

**2021** As a pioneer of grand cru chocolate in Switzerland, Sprüngli launches 18 new chocolate bars. Among them are the finest grand cru chocolates of world-class origin, fresh milk and alpine flower chocolates and refined variations of the popular chocolate slabs, made with roasted and caramelised nuts, coconut chips and fruity raspberries.

**2021** As the main sponsor of the pioneering 'Salama Mateza' project, Sprüngli helps cacao farmers in Madagascar and their families obtain access to basic medical care.

**2022** Sprüngli opens two new stores at Munich Airport and Vienna Airport – its first stores in Germany and Austria.

**2022** With the 'Akwaaba' project, Sprüngli's social commitments towards cacao farmers who supply it with exquisite grand cru cacao beans spread to Ghana, providing comprehensive health insurance to cacao farmers and their families in the municipality of Achiansah and other communities in the Suhum region.

**2023** Opening of Sprüngli's first store in Lucerne. Exquisite pralines and truffles, fresh chocolate slabs and iconic Luxemburgerli are now available in the heart of Central Switzerland.

*As of June 2023*

*Sprüngli*