



CONFISERIE SPRÜNGLI

Tradition since 1836

Profile of Confiserie Sprüngli

PASSION FOR PERFECTION IN CONFECTIONERY HEAVEN

Every day Confiserie Sprüngli's sublime creations bring delight to customers from all over the world. Today this Swiss family business, which has an outstanding product range and a tradition that stretches back into the 19th century, is one of Europe's most renowned confectioners. Sprüngli products not only offer the highest possible quality, they are also uniquely fresh and natural. An exclusive pleasure – for almost 175 years.

Who hasn't heard of them by now – Sprüngli's world-famous Luxemburgerlis. It is an incomparable pleasure to let one of these wonderfully light, mouth-watering treats dissolve on one's tongue. These delicate mini-macarons with their delicious fillings have become the emblem not just of Sprüngli, but of the entire city of Zurich. This speciality was brought to Zurich more than 50 years ago at the prompting of Richard Sprüngli by a young pastry cook from Luxembourg, and the recipe has been constantly refined ever since. Of course, new flavours and fillings have been continually added to the range. Luxemburgerlis are still made fresh every day with the help of traditional artisanal methods. Only natural ingredients without any preservatives or artificial colours are used. The most important ingredients – like cream, butter and eggs – are sourced from producers in Switzerland. The success of the Luxemburgerli is a great illustration of the way that Sprüngli combines tradition with innovation to put a smile on its customers' faces every day.

Traditional methods combined with new ideas

As well as its unique Luxemburgerlis Confiserie Sprüngli also produces irresistible chocolate and cake creations, as well as many seasonal specialities and gift ideas for every occasion. Our Truffles du Jour, the world's freshest truffles, are made fresh by hand every day and are enduringly popular. Lovers of dark chocolate can also indulge themselves with our Grand Cru creations made from the world's finest cocoa varieties. Sprüngli's recipe for success is to provide the best quality – starting with the basic ingredients and continuing through the processing, packaging, presentation and sales advice. Our focus is always on delivering a perfect product. Products are created using a combination of traditional methods and the latest technology. They are produced under the most stringent hygienic conditions in Dietikon near Zurich by applying traditional artisanal skills to the best natural ingredients and are then sold exclusively through our own shops. Sprüngli has a total of 19 sales outlets. 14 of these are located in and around Zurich with the others in Berne, Basel, Winterthur and Zug. Online shopping has become a more and more popular option. Internet users can quickly and conveniently order what they want from Sprüngli's online shop and have it delivered to their home or workplace. In addition, Confiserie Sprüngli has a wealth of original ideas for every occasion for both private individuals and businesses and is always happy to work together with customers to make special wishes come true.

Global success story launched from Zurich's Paradeplatz

The company's history starts in 1836 when David Sprüngli opened Confiserie Sprüngli & Son in Zurich's Marktgasse. From 1845 onward Sprüngli was one of the pioneers of chocolate production in Switzerland and played a key role in establishing Swiss chocolate as the best in the world, a reputation that it enjoys to this day. In 1859 David Sprüngli and his son Rudolf acquired premises on Zurich's Paradeplatz. At the time this was not a particularly busy part of the city but they had hopes that the railway station would be built there. The fact that they were wrong gave the family many sleepless nights. Soon, however, there was a surge in construction activity in the vicinity and Paradeplatz, along with the new Bahnhofstrasse, quickly became one of the world's premier retail areas. Confiserie Sprüngli with its shop, restaurant, cafe and bar now occupies a prime position on this renowned shopping mile.

Six generations of the passion for perfection

Since 1994 this independent family business has been led by Milan und Tomas Prenosil, members of the sixth generation. These two brothers are nephews of Richard Sprüngli, who successfully managed and shaped the business for 40 years during the second half of the 20th century. In the recent past the company has adjusted its product range to cater for new eating habits, modernised its image and continued to expand its sales network in Switzerland, while also refining the recipes and placing even greater emphasis on quality assurance and sustainability. In this way Confiserie Sprüngli ensures that its products meet the highest quality standards every single day.

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