



CONFISERIE SPRÜNGLI

Tradition since 1836

Press release

Zurich, 7 May 2020

HAUT CHOCOLATIER SPRÜNGLI PRESENTS ITS NEW GRAND CRU ABSOLU CHOCOLATE

A GENUINE CHOCOLATE EXPERIENCE THAT CELEBRATES THE ENTIRE CACAO FRUIT

As a pioneer in grand cru chocolate in Switzerland, Haut Chocolatier Sprüngli is launching a world first: Grand Cru Absolu – an intense chocolate experience created using the entire cacao fruit. Grand Cru Absolu is made from just two ingredients, a true sign of its naturalness and quality. Sprüngli uses Bolivian single-origin cacao beans and juice from the cacao fruit to handcraft small batches of dark chocolate truffles and outstanding Luxemburgerli. It's a chocolate experience unlike any other, and a truly unique taste for connoisseurs and chocolate lovers alike.



Grand Cru – absolute enjoyment

Grand cru chocolate is the finest of all chocolate. The deliberate use of nothing but single-origin cacao beans gives it an intense and sophisticated flavour. To make Grand Cru Absolu, small-scale farmers carefully hand-pick wild, rare cacao fruits and their cacao beans – which boast a fine, fruity-citrus and intense chocolate flavour – at exactly the right time, and in small quantities. Only the naturally sweet, fresh and aromatic juice that comes from the white pulp of the cacao fruit is added to Grand Cru Absolu. Swiss grand cru chocolate pioneer Sprüngli has united these two components in its brand new creation, using the entire cacao fruit to create a pure, raw chocolate experience with a unique character – fruity and intensely dark.

Exquisite quality – 100% cacao fruit

To Sprüngli, responsibility means using natural ingredients from sustainable sources, and processing these with care to guarantee exquisite quality. Using the entire cacao fruit ensures a careful and sustainable approach to the environment and allows the cacao farmers to create added value. You can find more information at <https://www.spruengli.ch/grandcruabsolu>

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Sprüngli



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Pure enjoyment in Haute Chocolaterie

Creating pure enjoyment out of these high-quality ingredients is what distinguishes the traditional craftsmanship of a Haut Chocolatier such as Sprüngli. Working with these exquisite ingredients for Grand Cru Absolu – the subdued bitterness, perfect melting properties and unmistakably intense flavour – requires expertise and passion.

With this creation, Sprüngli invites all chocolate lovers and connoisseurs to discover a new dimension to chocolate, and as pioneers of the new Grand Cru Absolu, to celebrate a journey into the world of a Haut Chocolatier with delicate dark chocolate truffles and unique Luxemburgerli.

Product information



Truffe Grand Cru Absolu

100% cacao fruit: truffle filled with a creamy ganache made from intense Grand Cru Absolu chocolate and cacao juice, coated in delicate Grand Cru Absolu chocolate shavings. Naturally fresh, with no added sugar or lecithin. Suitable for vegans.

100g Truffes Grand Cru Absolu Fr. 13.50



Luxemburgerli Chocolat Absolu

A light cream with natural cacao juice nestled between two light vanilla and chocolate macaroons, with a chocolate ganache core, topped with an exquisite Grand Cru Absolu chocolate disc for a chocolaty bite.

100g Luxemburgerli Chocolat Absolu Fr. 13.–

The new Grand Cru Absolu products are available from 5 May until 6 July from our stores and online at spruengli.ch/shop.

Photographic material of the Sprüngli products mentioned is available via the following link:

<https://spruengli.sharefile.eu/d-scbf271294b54c8ea>

For more information and any image requests:

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