



CONFISERIE SPRÜNGLI  
Tradition seit 1836

Press release

## CONFISERIE SPRÜNGLI OPENS ITS FIRST STORE IN LUCERNE

Exquisite pralines and truffles by the master chocolatier Sprüngli and iconic Luxemburgerli are now available in the heart of Central Switzerland

Zurich, 8 May 2023 – Today the renowned master chocolatier Sprüngli is opening a new store in the heart of Lucerne's old town: it is the long-established Swiss company's first store in the city. The new store will offer delectable pralines and truffles, iconic Luxemburgerli, an array of the finest chocolate slabs and much more.



Lucerne's first Sprüngli store boasts 68m<sup>2</sup> of floor space in the company's signature modern, elegant décor and is located in the centre of the wonderful old town. Nestled between Schwanenplatz and Löwenplatz, the new location is a short distance from both the railway station and the lakeside promenade, so the House of Sprüngli's wide selection of exceptional chocolates can now be enjoyed by locals and visitors to the city alike.

True chocolate lovers can indulge in the master chocolatier's exquisite pralines and truffles. These masterpieces of the finest chocolate are perfectly handmade with passion using traditional craftsmanship. The range includes Sprüngli's famous VIP milk and dark pralines, the popular Classique truffles in milk, white and dark, and pralines made from delectable grand cru cacao beans of world-class origin. The selection is rounded off with monthly and seasonal creations, as well as the unmistakable Truffles du Jour, the world's freshest truffles.

*Sprüngli*



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Fresh chocolate slabs are individually assembled according to the customer's preferences at the in-house Chocolathèque. Also available are Sprüngli's iconic Luxemburgerli. The House of Sprüngli's light and airy macarons delight with their pure naturalness, containing no artificial colours, and fresh premium ingredients, the source of their incomparable flavour and superior quality.

Fresh cakes and gateaux from the House of Sprüngli, such as the famous Raspberry Gateau, and delicious sandwiches and salads, including the popular carrot salad, are also available.

Tomas Prenosil, CEO of Confiserie Sprüngli, is thrilled by the opening of this latest store. 'We are delighted to now have the opportunity to showcase our exquisite pralines and truffles and iconic Luxemburgerli in the centre of Lucerne, the heart of Central Switzerland. Our lovingly hand-crafted creations represent the ultimate in quality, naturalness and indulgence – now everyone in Lucerne can enjoy our fine chocolate.'

#### Location and opening hours

Confiserie Sprüngli  
Hertensteinstrasse 62  
6004 Lucerne

Mon–Fri: 09:00 am–7:00 pm

Sat: 09:00 am–5:00 pm

Sun: Closed

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For more information and any image requests:

**Confiserie Sprüngli AG**

PR & Communications

Tirza Ledermann

[media@spruengli.ch](mailto:media@spruengli.ch)

Bahnhofstrasse 21

8001 Zurich

044 224 47 33

[www.spruengli.ch](http://www.spruengli.ch)

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

*Sprüngli*