



CONFISERIE SPRÜNGLI
Tradition seit 1836

Press release

GRAND SPRÜNGLI STORE REOPENING AT ZURICH MAIN RAILWAY STATION

After a three-year phase of renovations at the station, the Sprüngli store has a brand-new look and location.

Zurich, 3 November 2023 – The renowned master chocolatier Sprüngli opened its new store in the recently renovated concourse at the main railway station in Zurich today. Sprüngli moved into a temporary space in 2020 as part of the five-year project to renovate the station's south wing that dates back to 1871. And now Sprüngli is settled into its new home, which is an architectural dream boasting a ceiling height of almost eight metres and exquisite ceiling frescoes. Now that the store has reopened, customers will once again be able to treat themselves to the traditional Swiss company's delicious pralines and truffles, iconic Luxemburgerli and freshly prepared chocolate slabs from the brand-new store in a brand-new location on the ground floor of the main railway station.



The project to renovate the listed south wing of Zurich's main railway station focused heavily on restoring the historical details. You only need to step inside the new Sprüngli store to realise that. The elegant shop covers 73 m² in the railway station concourse, with a modern look and feel that still respects the historical architecture dating back 150 years. The impressive ceiling height of 7.5 metres is enough to take your breath away before you even spot the exquisite historical ceiling frescoes. Sprüngli counters are set against a stunning backdrop – on light-coloured oak parquet flooring and between ornate stucco marble columns.

Sprüngli



CONFISERIE SPRÜNGLI

Tradition seit 1836

The Sprüngli range available from the new store includes delicious pralines and truffles, exquisite grand cru chocolate bars and a wide selection of chocolate slabs that are prepared fresh at the in-house Chocolathèque. The chocolate slabs made using the finest ingredients are moulded in small batches and carefully broken into individual pieces by hand to order. But the temptation doesn't end there, with iconic Luxemburgerli, fresh cakes and gateaux, and tasty sandwiches and salads also on offer. Not to mention the seasonal selection, which at the moment includes charming Advent treats and festive Christmas gifts.



Sprüngli has special historical links to the main railway station in Zurich. David Sprüngli and his son Rudolf secured a property on the city's Paradeplatz back in 1859 in the hope that the quiet square would one day be home to the future railway station. This lapse in judgement gave the Sprüngli family sleepless nights to start with. Luckily, it wasn't long before Paradeplatz became a hive of construction activity. Bahnhofstrasse went on to become one of the most famous shopping streets in the world. Confiserie Sprüngli still has a prime spot right there with its store – and restaurant, café and bar. But the Sprüngli family still wanted to have a presence at the main railway station in Zurich. And so the Swiss family business opened its first store there in 1970, with four more stores to follow in the building over the years.

'Our new store in the historical main railway station concourse reflects Sprüngli's vision of tradition blended with innovation. Our signature Sprüngli treats are the product of our unwavering desire to innovate and our commitment to craftsmanship that stretches back 185 years. Our new location in the Zurich railway station concourse perfectly embodies the way we intertwine the modern world with our traditional roots. We're excited that we can now start welcoming our customers to this very special building,' said Tomas Prenosil, CEO of Confiserie Sprüngli, this morning in front of an audience of invited guests from the media and general public.

Sprüngli



CONFISERIE SPRÜNGLI

Tradition seit 1836

Location and opening hours

Confiserie Sprüngli AG
ShopVille – Zurich main railway station
Main hall
8001 Zurich

Mon–Fri: 6:45 am–9:00 pm

Sat–Sun: 6:45 am–8:00 pm

For more information and any image requests:

Confiserie Sprüngli AG

PR & Communications

Tirza Ledermann

media@spruengli.ch

Bahnhofstrasse 21

8001 Zurich

044 224 47 33

www.spruengli.ch

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