



About Confiserie Sprüngli

Confiserie Sprüngli has been a member of the exclusive circle of Swiss chocolatiers for more than 185 years and continues to make a significant contribution to the global reputation of Swiss chocolate with its fresh chocolates, truffles and pralines.

As a pioneer of [grand cru chocolate](#) in Switzerland, Sprüngli has always been driven by the highest standards, based on distinctive quality and the finest varieties of cacao beans from the world's best growing regions, gently harvested by hand and lovingly prepared. As a master chocolatier, Sprüngli brings its vision of delicious chocolate to life in the form of unique creations made by hand according to its top-secret recipes.



Iconic [Luxemburgerli](#) have long been Confiserie Sprüngli's calling card. The success of this now world-renowned delicacy dates back to the fifties. Since then, the confectioners at Sprüngli have continued to refine the recipe. The light and airy macarons with exquisite fillings are made by hand every single day with the utmost care and natural ingredients, ensuring inimitable indulgence. The selection of flavours in our Luxemburgerli range includes real Bourbon vanilla, chocolate, champagne, raspberry, lemon and much more. Our monthly creations continue to add new, irresistible flavours to the list.

Alongside exquisite grand cru chocolate and Luxemburgerli, Confiserie Sprüngli's range includes irresistible pralines and truffles, unique cake creations, fresh salads and sandwiches, seasonal specialities and gifts. Sprüngli has been pouring love and top-quality ingredients into all of our fine handmade creations for more than 185 years. From raw materials and processing, through to packaging, presentation in store and offering customers advice: Sprüngli's commitment to the finest quality is its recipe for success.

Sprüngli



Sprüngli's success story – tradition and innovation since 1836

David Sprüngli and his son, Rudolf, founded Confiserie Sprüngli over 185 years ago. That small confectionery in Zurich's old town has grown into an impressive company with a national presence and international impact. Today, Confiserie Sprüngli is one of the most renowned master chocolatiers in Europe and numbers among Switzerland's most successful family-run firms.

Confiserie Sprüngli's success across six generations and almost two centuries is also attributable to the company's drive to keep evolving. David Sprüngli's 1836 purchase of the former Konditorei Vogel on Zurich's Marktgasse for 24,000 gulden was a big risk. But the company's founder recognised the business opportunities that went along with the city's development. His son Rudolf Sprüngli also had a pioneering spirit. In 1845, he started producing chocolates, and in 1859, the confectionery moved to today's Paradeplatz – at that time called Neumarkt – which was still relatively unknown at the time and later developed into a new transport and commercial hub in the area surrounding the renowned Hôtel Baur en ville and the stagecoach centre of the Canton of Zurich's postal authorities. The square was further enhanced in 1864 by the construction of a direct link to the railway station – Bahnhofstrasse – and the filling in of the Fröschengraben moat. This paved the way for what would later become a grand avenue and shopping street. Confiserie Sprüngli has had a prominent position on this street from the very beginning.



Confiserie Sprüngli's more recent history has also been shaped by a distinct entrepreneurial spirit. Richard Sprüngli, who took the helm of the company between 1956 and 1994 as part of the fifth generation and presided over it until 2003 as chair of the management board, continued to drive the company forward with his entrepreneurial ideas and sound principles. He oversaw the launch of the now world-renowned Luxemburgerli at the end of the 1950s, the development and expansion of the manufacturing facility in Dietikon in the 1960s, the initial expansion of sales and opening of stores in newly established shopping centres and shopping arcades in railway stations in the 1970s, and the scaling-up of international mail-order trade. These efforts remain a key part of the company's success today. In recent years, the company has not only adapted its range in line with the latest dietary habits, modernised its image and expanded its sales network, but has also refined its recipes and focused strongly on quality assurance and sustainability.

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The company has also continually demonstrated its innovative power. A pioneer in grand cru chocolate, master chocolatier Sprüngli launched a world first in 2020. Sprüngli's [Grand Cru Absolu](#) chocolate is made entirely from cacao fruit. Sprüngli uses just two ingredients to make it – Bolivian fine cacao beans and the sweet juice from the cacao fruit. In 2022, Sprüngli presented its vegan pralines, the [Grand Cru Bâtons](#). These are also made from naturally sweet cacao juice and three different varieties of fine grand cru cacao. Sprüngli is therefore building on its role as a chocolate pioneer, impressively demonstrating that tradition and innovation go hand in hand.

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, Lucerne, St. Gallen, Winterthur, Zug and Geneva. These are complemented by a total of four gastronomy outlets, ranging from the small Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has had a branch at both Munich Airport and Vienna Airport since 2022. Customers from Switzerland and beyond also have the option to purchase products in Sprüngli's [online shop](#).

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