



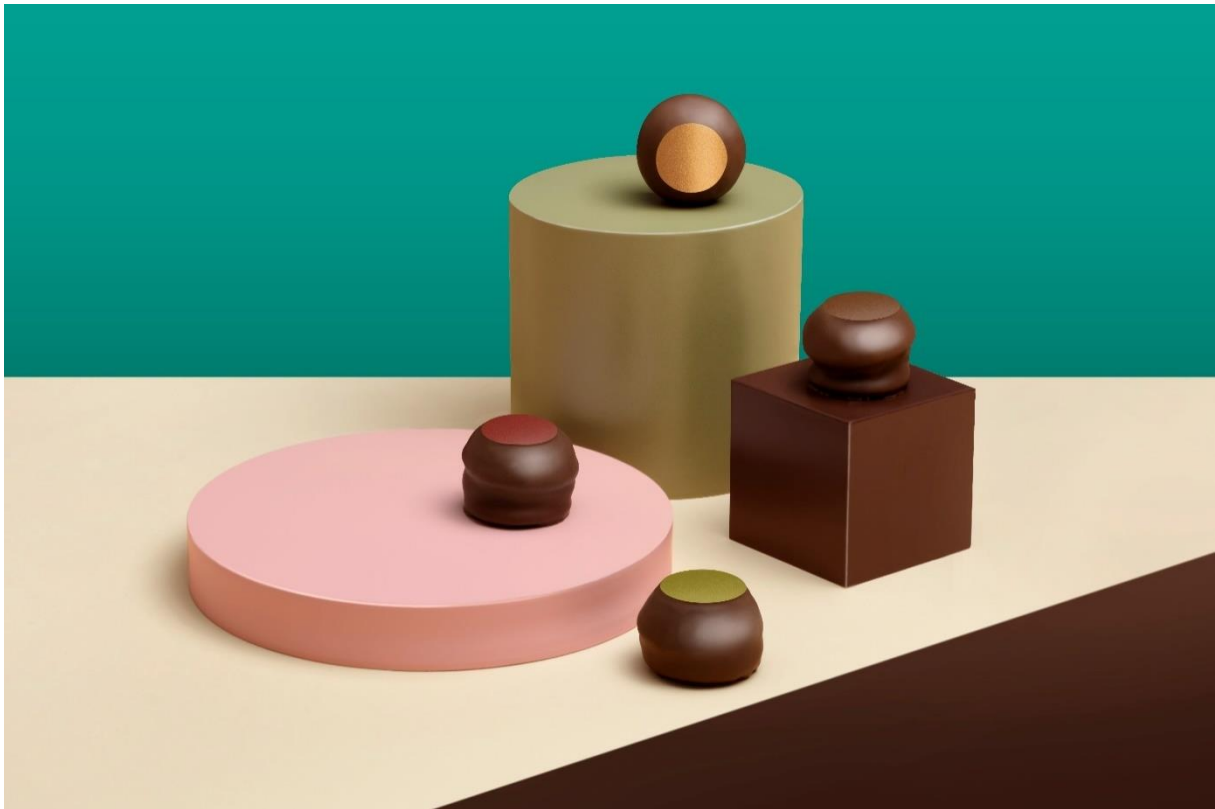
CONFISERIE SPRÜNGLI
Tradition seit 1836

Press release

CONFISERIE SPRÜNGLI PRESENTS ITS BISOUS, A UNIQUE COMBINATION OF TWO ICONIC SPECIALITIES

LIGHT AND AIRY LUXEMBURGERLI ENROBED IN FINE DARK CHOCOLATE – THE HOUSE OF SPRÜNGLI'S BISOUS PROMISE UNRIVALLED TASTE.

Zurich, 5 September 2023 – **Confiserie Sprüngli presents its Bisous, an exclusive creation combining two of its iconic specialities: world-famous Luxemburgerli and the finest chocolate from a master chocolatier steeped in tradition. These renowned macaroons are carefully hand-coated in fine dark chocolate to create a new taste sensation for true chocolate lovers. The handmade delicacies are now available in Sprüngli stores and come in four flavours: raspberry, champagne, mousse au chocolat and coconut.**



Confiserie Sprüngli has long been known for its Luxemburgerli, which are famous the world over, and its chocolate expertise, which spans more than 185 years. Bisous bring together both of these iconic specialities from this traditional family business in exquisite, one-of-a-kind creations offering unmistakable indulgence for true chocolate lovers partial to light and airy Luxemburgerli.

The success of Luxemburgerli, which form the core of Bisous, dates back to the fifties. A young confectioner from Luxembourg who worked at Confiserie Sprüngli in Zurich brought with him a wonderful recipe from his homeland – irresistible, delicate filled macaroons that were subsequently named Luxemburgerli. The confectioners at Sprüngli have continued to refine the Luxemburgerli recipe ever since. Sprüngli's chocolate expertise is also rooted in tradition. The master chocolatier 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.

Sprüngli



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Together with the desire to innovate that drives Sprüngli to continually develop its recipes and create new specialities, it is this chocolate expertise that has given rise to the exquisite Bisous. These light and airy macaroons, which boast natural flavours and velvety fillings, are carefully hand-coated in fine dark chocolate for unique and surprising taste experiences made using premium ingredients. The new range includes Bisous with fruity raspberries, exquisite champagne, intense mousse au chocolat and fresh coconut.



Bisou Raspberry

Light and airy Luxemburgerli filled with a velvety raspberry cream and a refreshing raspberry centre, coated in fine dark chocolate.



Bisou Champagne

Light and airy Luxemburgerli filled with a sparkling champagne cream and a tempting fine champagne centre, coated in delicate dark chocolate.



Bisou Mousse au Chocolat

Light and airy Luxemburgerli filled with a delicious mousse au chocolat and coated in fine dark chocolate.



Bisou Cocos

Light and airy Luxemburgerli filled with a delicate coconut cream and coated in fine dark chocolate.

Bisous are freshly prepared every day and are best enjoyed fresh. They will be available in Swiss Sprüngli stores from 5 September 2023*. Bisous in size 1 (9 pcs) cost approx. CHF 18., while Bisous in size 2 (18 pcs) cost approx. CHF 32.

**This does not include the following stores: Zurich Airport, Airside; Geneva Airport; Zurich main railway station, lower level, Landesmuseum hall; pop-up in the ground-floor hall of Zurich main railway station.*

You can find images of all the products mentioned [here](#).

For more information and requests:

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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 our 27 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 four gastronomy outlets, ranging from our Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has stores at Munich and Vienna airports.