



CONFISERIE SPRÜNGLI
Tradition seit 1836

Press release
Zurich, 25 August 2021

NEW SPRÜNGLI STORE OPENING AT GENEVA'S RAILWAY STATION

The family-run Swiss confectioners is expanding with its third store in Geneva

On 25 August 2021, Confiserie Sprüngli is opening its first store in Geneva's Cornavin railway station – its third store in Geneva. Renowned for its excellent personalised service, Swiss grand cru chocolate pioneer Sprüngli supplies customers and commuters at the railway station with pralines, truffles and Luxemburgerli, as well as the popular mix and match chocolate slabs. At the Sprüngli Chocolathèque, a wide variety of exquisite chocolates are freshly broken by hand and assorted to suit customers' wishes – another treat from the master chocolatiers at Sprüngli.



The new Sprüngli store in French-speaking Switzerland is opening its doors on Wednesday, 25 August 2021. It is Sprüngli's first store at the Cornavin railway station, and sees the company's presence in Geneva increase to three stores; the other two are located at Geneva Airport, and in the centre of Geneva in the Bongénie building.

The new store invites customers to enjoy a magnificent confectionery experience in typically elegant yet modern surroundings, featuring exquisite materials and stylish clean lines. Large display windows are the perfect place to showcase the sweet treats in their most tempting light.

Sprüngli



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The railway station location ensures that customers from the Geneva region, tourists and commuters can find their favourite treats from Sprüngli here – from the finest freshly made Truffles du Jour and tempting pralines to light and airy Luxemburgerli that can be assorted to customers' tastes. A further highlight, and a marker of the excellent personalised service at Sprüngli, are the fresh chocolate slabs, which are carefully broken by hand at the Sprüngli Chocolathèque and can also be assorted as the customer prefers. As a pioneer of grand cru chocolate in Switzerland, Sprüngli is enhancing its diverse assortment of chocolate bars and slabs with the Chocolathèque and seasonal creations. This tempting selection of exquisite grand cru and milk chocolate is yet another testament to the traditional craft of Swiss chocolate-making that has been pursued at master chocolatier Sprüngli since 1836.

As ever, Confiserie Sprüngli relies on natural ingredients of the finest quality, absolute freshness and passionate craftsmanship for all its products.



Follow us on Instagram: [@confiseriespruengli](https://www.instagram.com/confiseriespruengli)
#Sprüngli #SprüngliSindWir #NousSommesGenève

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Current opening hours of the new Sprüngli store:

Monday to Friday: 8:00 am – 8:00 pm

Saturday and Sunday: 8:00 am – 7:00 pm

Geneva mainstation, ground floor, Place de Cornavin 7, 1201 Genève

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 five gastronomy outlets, ranging from our Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has a branch at the Dubai Mall in Dubai and, since 2018, runs the exclusive Boutique & Cafe in Abu Dhabi.

For more information or image requests:

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