



Sprüngli

Press release

LUXEMBURGERLI FROM SPRÜNGLI – AN ICON IN LIGHT AND AIRY VARIETY

Confiserie Sprüngli is adding the new Luxemburgerli ice cream and crisp, chocolaty Luxemburgerli buttons to its light and airy Luxemburgerli range.

Zurich, 1st July 2025 – Launched in 1957 as a light and airy version of a macaroon, the Luxemburgerli has become a true icon. Freshly prepared with the utmost care by hand every day and using pure, natural ingredients of the highest quality, the recipe has been continuously refined by Sprüngli's confectioners. Seasonal and monthly creations and irresistible new flavours have delighted and surprised Luxemburgerli fans from day one.

And the Luxemburgerli range is still growing: in 2023 it welcomed the Bisous – the exclusive combination of incomparable Luxemburgerli and the finest chocolate from a Haut Chocolatier steeped in tradition. Last year saw the arrival of the popular Luxemburgerli patisserie, which is now being joined by Luxemburgerli ice cream and Luxemburgerli buttons. Sprüngli is still busy creating more delicacies – customers can already look forward to the Luxemburgerli gateau, which will be launched on 1 August.





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Together with the desire to innovate that drives Sprüngli to continually enhance its recipes and create new specialities, it is this uncompromising craftsmanship that has given rise to the delicacies in the Luxemburgerli range.



Luxemburgerli buttons

Light and airy macaroons in vanilla, chocolate and raspberry flavours. Coated in fine dark, creamy white or Swiss milk chocolate.



Luxemburgerli ice cream

A melt-in-the-mouth ice-cream filling is sandwiched between two light and airy Luxemburgerli macaroons in a delightful combination.



Luxemburgerli raspberry gateau

The finest hand-picked raspberries, velvety vanilla cream and a refreshing raspberry fruit centre, all nestled between light and airy Luxemburgerli shells.

Confiserie Sprüngli has long been known for its Luxemburgerli, which are famous the world over, and its craftsmanship, which spans almost 190 years. The new Luxemburgerli delicacies are a natural addition to this popular icon with which many Sprüngli fans associate a personal story. The iconic Luxemburgerli offer a very personal moment of indulgence.

For more information and any image requests:

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About our Swiss family business

Confiserie Sprüngli is one of Europe's most renowned confectioners and is a Swiss pioneer in the world of fine chocolate. A Swiss family business founded in 1836 and steeped in tradition, Sprüngli is now in its sixth generation of management, headed by Milan and Tomas Prenosil.

Melt-in-the-mouth pralines and truffles keep company with the legendary Sprüngli Luxemburgerli, loved by all who taste them. 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. Its products, hand-crafted in Sprüngli's own factory in Dietikon according to the traditions of the trade, are sold in 29 Sprüngli stores across Switzerland. These are located in and around Zurich, Baden, Aarau, Basel, Bern, St. Gallen, Winterthur, Lucerne, Zug and Geneva. They are complemented by a total of four gastronomy outlets, ranging from the Café-Bar to the legendary Café & Restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has a branch at Munich Airport.

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