



CONFISERIE SPRÜNGLI
Tradition seit 1836

Press release

CONFISERIE SPRÜNGLI OPENS ITS FIRST STORE IN AARAU

The fine pralines, truffles and fresh chocolate slabs from the master chocolatier are now available to buy at Aarau's Bahnhofplatz.

Zürich, 27 October 2023 – **Master chocolatier Sprüngli officially opened its new store on Aarau's Bahnhofplatz yesterday. It is the long-established Swiss company's first store in the Aargau capital. The new store will offer delectable pralines and truffles, iconic Luxemburgerli, an array of fresh chocolate slabs and much more.**



Spanning 95 square metres, the new Sprüngli store enjoys a central location on Aarau's Bahnhofplatz and features the company's hallmark combination of elegance and modern appeal. The House of Sprüngli's wide selection of exceptional chocolate can now be enjoyed by locals and visitors to the city alike.

The exquisite selection of the finest pralines, truffles and Grand Cru chocolate bars and the wide array of fresh chocolate slabs from the in-house Chocolathèque are all destined to delight true chocolate connoisseurs. The chocolate slabs consist of the finest Swiss milk chocolate and Grand Cru chocolate made from fine cacao beans of world-class origin and choice, natural ingredients such as roasted pistachios, Piedmont hazelnuts, juicy raspberries and exquisite caramel. Moulded in small batches and broken into individual pieces by hand, customers can put together their very own selection at the Chocolathèque.

Also available are Sprüngli's iconic Luxemburgerli. The House of Sprüngli's light and airy macarons delight with their pure naturalness, containing no artificial colours, and fresh premium ingredients. This is what sets the delicate Luxemburgerli's incomparable flavour and high quality apart.

Sprüngli



CONFISERIE SPRÜNGLI

Tradition seit 1836

Fresh cakes and gateaux from the House of Sprüngli, such as the famous Raspberry Gateau, and delicious sandwiches and salads are also available. Seasonal products complete the range. The Aarau store is set to stock Advent delights made with care from late October and festive Christmas gifts from late November.



'We're delighted to be opening our new store on Aarau's Bahnhofplatz. We're equally thrilled to be able to present our fresh chocolate, exquisite pralines and truffles and iconic Luxemburgerli here in this prime location. Our lovingly hand-crafted creations represent the ultimate in quality, naturalness and indulgence – and our fine chocolate is now available for everyone in Aarau to enjoy,' said CEO Tomas Prenosil yesterday as he addressed invited guests and press at yesterday's official opening event.

Location and opening hours

Confiserie Sprüngli AG
Bahnhofplatz 2b
5000 Aarau

Mon–Fri: 6.45 am to 8 pm
Sat: 8 am to 8 pm
Sun: 9 am – 7 pm

For more information and any image requests:



CONFISERIE SPRÜNGLI

Tradition seit 1836

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.

Sprüngli