



Sprüngli

Press release

CONFISERIE SPRÜNGLI OPENS ITS FIRST STORE IN ZERMATT

Exquisite pralines and truffles by Haut Chocolatier Sprüngli and iconic Luxemburgerli are now available at the foot of the Matterhorn.

Zurich, 27 May 2025 – Today, the renowned Haut Chocolatier Sprüngli is officially opening a new store in the heart of Zermatt: this is the first store in Valais for the traditional Swiss company, which has been in business for almost 190 years. The new store will offer delectable pralines and truffles, iconic Luxemburgerli, an array of the finest chocolate slabs and much more.



Spanning 52 m², Valais's first Sprüngli store features the company's hallmark combination of elegance and modern appeal and a central location on the beautiful Bahnhofstrasse, making it easy to reach from both the railway station and the town centre.

With the new store, residents of Zermatt and visitors from around the world can now also enjoy a wide selection of delicacies from the House of Sprüngli.

Tomas Prenosil, CEO of Confiserie Sprüngli, is particularly proud of the opening of the company's latest store in Zermatt: 'As a Zurich-based family business with almost 190 years of tradition, we are delighted to be able to offer our handmade Swiss chocolates and confectionery in Zermatt. Our philosophy of combining premium quality and freshness with



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moments of indulgence is a perfect fit for this unique location. A Sprüngli store at the foot of the Matterhorn – surrounded by breathtaking mountain scenery – is the embodiment of our enthusiasm for the extraordinary.'

True chocolate lovers can indulge in the Haut Chocolatier's exquisite selection of pralines and truffles. These masterpieces of the finest chocolate are perfectly handmade with passion using traditional craftsmanship. The range includes Sprüngli's famous pralines and truffles, delectable varieties of grand cru cacao beans of world-class origin, and an exquisite selection of fresh chocolate slabs.



At the in-house Chocolathèque, fresh chocolate slabs made from the finest ingredients are put together individually according to customers' preferences, and pre-prepared assortments in lovingly designed Alpine packaging are also available. As a tribute to the new location, the Zermatt store's selection will also feature chocolate bars in the shape of the Matterhorn.

Location and opening hours

Confiserie Sprüngli
Bahnhofstrasse 9
3920 Zermatt, Switzerland

Monday – Sunday: 09:00 am–7:00 pm



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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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