



*Sprüngli*

## REOPENING OF THE SPRÜNGLI STORE AT ZUG RAILWAY STATION

AFTER A THOROUGH RENOVATION, THE STORE AT ZUG RAILWAY STATION HAS BEEN GIVEN A NEW LOOK, AND FEATURES AN EXPANDED RANGE OF CHOCOLATE AND LUNCH-TO-GO OPTIONS.

Zurich, 25 September 2025 – Confiserie Sprüngli, a company steeped in tradition, is celebrating the reopening of its store at Zug railway station after two months of renovations. With a modern, attractive design and an expanded product range, the store offers its customers a unique experience across 50 m<sup>2</sup> of retail space. Highlights include an in-house chocolaterie with fresh chocolate slabs and an expanded gateaux and patisserie range, as well as a varied selection at the lunch-to-go deli.



The store at Zug railway station has now been given a harmonious new design that combines tradition and modernity. A particular highlight is the new chocolaterie where customers can put together their personal favourites from a variety of chocolate slabs. The assortment includes the finest Swiss milk chocolate, creamy white chocolate and exquisite grand cru chocolate made from cacao from the world's best growing regions. Seasonal creations such as the new Dark Black Forest chocolate slab complete the selection of treats on offer.

The exquisite range is complemented by sophisticated pralines and truffles from Confiserie Sprüngli, as well as its renowned Luxemburgerli. The range of lunch-to-go specialities has also been expanded: in addition to fresh sandwiches, wraps and bowls, customers can also enjoy crisp salads and premium snacks. A particularly striking feature is the enlarged display cabinet with exquisite gateaux and delicious pâtisserie, to be enjoyed at any time of day.



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The new interior design and additional display cabinets help optimise the shopping experience and offer customers even more moments of indulgence.



"It's a special pleasure to celebrate the reopening of our redesigned store at Zug railway station and to be able to welcome our valued customers back to the store and offer them a treat with our handmade delicacies," says Tomas Prenosil, CEO of Confiserie Sprüngli.

#### Location and opening hours

Confiserie Sprüngli AG  
Zug railway station  
City level, "Metalli" exit  
6300 Zug, Switzerland

Mon–Fri: 6:45 am–8:00 pm  
Sat–Sun: 8:00 am–7:00 pm

For more information and any image requests:

**Confiserie Sprüngli AG**  
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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.