



CONFISERIE SPRÜNGLI
Tradition seit 1836

Press release

IT'S NOT CHRISTMAS WITHOUT SPRÜNGLI

GIFT IDEAS FOR ADVENT AND CHRISTMAS FROM THE MASTER CHOCOLATIERS AT SPRÜNGLI

Zurich, 19th October 2022 – **Sprüngli Christmas traditions are both well-known and cherished. It's time to take your Christmas celebrations to the next level with exquisite creations from the House of Sprüngli. Whether it's Advent calendars with Sprüngli chocolate behind every door, Christmas boîtes filled with delicious pralines and truffles under the tree or festive cakes on the dinner table, Christmas wouldn't be complete without the Sprüngli take on seasonal traditions. This year, Sprüngli has some new products that you can explore online in its first-ever virtual Christmas parlour.**



There's a Sprüngli classic for every occasion at Christmas time, when we turn to traditions stretching back over generations. There's nothing more magical than seeing the joy in a child's eyes when they can finally open the first door of their Sprüngli Advent calendar on 1 December. Or enjoying a few Sprüngli Christmas biscuits as you decorate the Christmas tree, then putting exquisite pralines and truffles packaged in a festive Christmas tree-shaped bonbonnière under it as a thoughtful gift. Treating yourself to a truffles cake or frozen Ice Fruits in a Sprüngli store for a special taste of Christmas before the big day. Every family has their own Sprüngli traditions at Christmas time. But one thing is for sure in every household – Christmas just isn't the same without Sprüngli. And you might just create some new traditions featuring the latest releases this festive season.

Amazing Advent calendars for the run-up to Christmas

Sprüngli Advent calendars are the perfect way to get in the Christmas spirit as soon as December is here. Every little door or pocket holds a delicious Sprüngli surprise for a moment of pure indulgence.



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**Advent Calendar
Winter Forest, purple**

The lovingly designed Advent calendar with a fairytale winter scene, now available in purple, is hiding 24 delicious Sprüngli surprises for little ones.

CHF 39

Available from 12 November.



**Advent Calendar
Christmas Eve, blue**

This beautifully illustrated Advent calendar, available in a brand-new colour, adds a touch of nostalgic flair to your festive décor – with a magnificent delight behind every door.

CHF 39

Available from 12 November.



Advent Calendar Deluxe

A beautiful fabric Advent calendar to hang up. With the refill box replenished with a fresh assortment of treats each year, it can be re-used and filled up with delicious Sprüngli surprises time and time again.

Calendar, CHF 89

Refill box, CHF 59

Available from 12 November.

Traditional St. Nicholas' Day gifts

Traditional Sprüngli specialities lovingly handmade for St. Nicholas' Day that indulge the senses and are an important part of the festivities, year after year.



Grittibänz Bag

The magnificent Grittibänz Bag is a treat in itself – all the more so when it comes filled with the finest Sprüngli specialities such as melt-in-the-mouth chocolate baubles, a Gianduja Santa and marvellous Arabesques.

CHF 19

Available from 12 November.



Santa's Sacks

These premium sacks are lovingly embroidered with a charming design and filled with delicious chocolate treats, delicate gingerbread and festive flavours. Available in a variety of sizes in green and red.

Santa's Sack, red or green, CHF 60

Santa's Sack Spécial, red or green, CHF 89

Available from 12 November.

Delicious Christmas treats from the House of Sprüngli

Give the gift of exquisite chocolate creations from Sprüngli to show your loved ones just how much they mean to you and invite them to share in moments of enjoyment together.





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Bonbonnière Christmas Tree
A twinkling bonbonnière gift box in the shape of a Christmas tree, now available in festive green, filled with a delicious selection of our most popular pralines and truffles.

CHF 69
Available from 3 December.



Métal-Boîte Fir-Tree Branches and Métal-Boîte Baubles

New tin design in festive purple and nostalgic brown. These boîtes are filled with an assortment of exquisite pralines and truffles or a delightful selection of traditional Christmas confectionery.

Métal-Boîte Fir-Tree Branches, purple
Small, 15 pcs., CHF 35
Large, 24 pcs., CHF 46
Available from 3 December.

Métal-Boîte Baubles, brown
34 pcs., CHF 39
Available from 12 November.



Gift Set Christmas Magic
Filled with one bar of milk chocolate, one bar of dark chocolate and our exquisite Christmas Magic praline creations – Pomme de Noël, Blanc & Noir, Nut-Cinnamon, Cinnamon Star and Pistachio.

CHF 62
Available from 26 November.



Star-shaped Chocolate Bars
Christmas stars made from white, milk or dark chocolate and decorated with delicious roasted almonds or hazelnuts.

CHF 18 per star
Available from 29 October.



Winter Magic Wooden Boîte
Lovely wooden boîte with a wintry Christmas design. Filled with exquisite pralines and truffles made from the finest chocolate.

Small, 25 pcs., CHF 58
Large, 64 pcs., CHF 150
Available from 3 December.



Panettone Grand Cru Maracaibo
New light and airy panettone with delicious Grand Cru Maracaibo chocolate, Venezuela, 65% cacao.

80 g, CHF 6.90
480 g, CHF 29
Available from 29 October.



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New this year: explore these gift ideas from Sprüngli in our virtual Christmas parlour from 12 November.



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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 stores in Dubai, Abu Dhabi and, since April 2022, also at Munich Airport.

Follow us on Instagram: @confiseriespruengli