



*Sprüngli*

## **A TRIBUTE TO 190 YEARS OF CRAFTSMANSHIP: SPRÜNGLI AND MAISON ENSOIE LAUNCH AN EXCLUSIVE ANNIVERSARY ÉTAGÈRE**

Zurich, 23 April 2026 – When two heritage brands join forces, that creates something very special indeed. As part of its 190th anniversary celebrations, Confiserie Sprüngli is entering into select partnerships for the first time – and the collaboration with Maison enSoie is particularly enchanting. Together, the duo have created a handcrafted étagère with a limited run of 190 pieces: a refined collector's item that showcases every Sprüngli delicacy in style.



Confiserie Sprüngli is celebrating its 190th anniversary in 2026 under the motto 'Indulgence that brings us together'. In turn, it invites its customers to come together and experience the company's unique heritage and love of all things special.

To mark the occasion, Sprüngli is unveiling a very special premiere in April: its first collaboration with Maison enSoie. The two long-established family-run businesses with deep roots in Zurich are bringing together their passion for aesthetics and excellence in the form of a unique partnership. The result is a very special collector's item: a carefully crafted étagère, with a limited-edition run of 190, that combines the iconic Sprüngli pattern with the elegant signature of enSoie. Its high-quality materials, precise workmanship and elegant appearance make the étagère a stylish centrepiece on any special-occasion dinner table or a go-to choice for your very own moment of indulgence.

The étagère will be available exclusively in Sprüngli stores on Zurich's Paradeplatz and Basel's Barfüsserplatz from 28 April 2026. Just 190 of these one-of-a-kind design pieces have been made, each carefully numbered, making them a special homage to Confiserie Sprüngli's 190th anniversary. The Etagere is sold in a set with a box of Luxemburgerli – the perfect treat for stylish presentation on the charming Etagere.



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'Sprüngli was a magical place for us even as children. Clutching our grandmother's hand, we were allowed to choose a delicious little treat. Its aroma, these little rituals... they are just as much a part of Zurich for us as the lake itself,' say Anna Meier, CEO and Creative Director of enSoie, and Sophie Meier, member of enSoie's Executive Board.

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#### **About our Swiss family business**

Confiserie Sprüngli is one of Europe's most renowned confectioners and is a Swiss Haute Chocolaterie pioneer. 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. This year, Confiserie Sprüngli is celebrating its 190th anniversary with exceptional collaborations, limited-edition anniversary products, special events and insights into the company's fascinating history.

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, and in 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.

Follow us on Instagram: @confiseriespruengli

#### **About enSoie**

enSoie was founded in 1984 by Monique Meier and is now managed by her daughters Anna and Sophie Meier. This women-run family business has deep roots in Zurich and can look back on a long history dating back to 1894.

enSoie stands for high quality, meticulous craftsmanship and a responsible approach to people and the environment. All the company's designs are created in its own studio and are produced in close collaboration with small, specialised manufacturers for long-lasting products imbued with their own unique charm.

Its headquarters are located in a historic 14th-century building in Zurich's old town where ateliers, workspaces and shops are brought together under one roof – creating a place where design and craftsmanship rub shoulders with personal interaction.

Follow enSoie on Instagram: @ensoie