



Sprüngli

FASCINATING INSIGHTS INTO EASTER AT SPRÜNGLI

HOW THE FINEST SWISS CHOCOLATE IS TRANSFORMED INTO TRUE MASTERPIECES AND ONE-OF-A-KIND CREATIONS

Zurich, 19 February 2026 – When the Easter season begins at Sprüngli, the factory is operating at full speed. The unmistakable bunnies, artfully decorated Easter eggs and lovingly assembled Easter baskets are created with a great deal of finesse, creativity and craftsmanship. A look behind the scenes shows how exquisite Swiss chocolate can be transformed into distinctive, one-of-a-kind Easter treats and high-quality traditional products – true examples of the art of confectionery.



Sprüngli's large bunny family – variety for every taste

Walk into a Sprüngli store at Easter and you'll be immersed in an enchanting universe of bunnies. These charming Easter treats come in a wide range of sizes, colours and shapes, inviting you on a journey of discovery through the world of the finest confectionery. The bunny family comprises an impressive 39 creations – from the popular Nico Easter bunnies and nostalgic figures to small, filled Easter mini-bunnies. The variety of flavours on offer is also exceptional: the finest Swiss milk chocolate, dark grand cru chocolate or refined, fruity creations leave nothing to be desired. This year, Sprüngli is presenting a delightful new Nico bunny flavour: passion fruit, featuring melt-in-the-mouth white chocolate refined with fresh and fruity notes of passion fruit. One special detail: the Nico bunnies can be ordered with a personalised message around their neck to bring joy to someone special. Every single Sprüngli bunny is a tiny work of art, carefully handcrafted. With great finesse, the moulds are first decorated with details such as eyes, ears and tails made from white and dark chocolate, then filled, spun and carefully cooled. Once released from the mould, each bunny is given its distinctive ribbon by hand – an expression of craftsmanship, precision and attention to detail.



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The versatile Sprüngli bunny family

Available from 3 March 2026.

Prices from CHF 4.50 to CHF 69 (detailed prices on request)

Every piece is unique – Easter gifts bursting with personality

At Sprüngli, Easter is a showcase for true craftsmanship. If you're looking for a gift with character, you won't find mass-produced goods here – just lovingly crafted individual pieces, as unique as the people who gift them.

One special highlight is the Special Edition Mrs Bunny and Mr Bunny: made from the finest Swiss chocolate, moulded by hand and artfully painted by our third-year apprentices. Year after year, new and surprising colour combinations are created with great finesse. Each piece is a mini work of art.

The legendary Art Décor eggs have also been captivating customers for more than 20 years. They are meticulously decorated by hand in the in-house Décor department. There are no limits to the creativity of the Atelier staff, which results in each egg bearing its own signature and telling its own personal story. Filled with exquisite pralines, fine truffles and delicate Easter mini-eggs made from premium Swiss chocolate, they become delectable masterpieces.

This is how Sprüngli creates unique Easter products that delight customers with both their quality and their personality. And that is exactly what makes them so special.



Special Edition Mrs Bunny and Mr Bunny

Available from 3 March 2026
for CHF 149.



Art Décor Egg

Available from 17 March 2026
for CHF 149.

Ready-made Easter baskets – delicious selections

What would Easter be without a traditional Easter egg hunt? To ensure that this magical tradition continues, Sprüngli offers lovingly arranged, ready-made Easter baskets. From small, thoughtful gifts to generously filled baskets, every selection is carefully assembled to give the gift of very special moments of indulgence.



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Easter basket
Available from 3 March
2026 for CHF 26.90.



Easter bag
Available from 3 March 2026
for CHF 39.90.



Easter gift basket
Available from 3 March 2026
in sizes small to large, from
CHF 95
to CHF 399.

Discover many more inspiring Easter gifts by Sprüngli online at spruengli.ch.

We are happy to receive requests for test samples of the products presented here.

For further information and image requests, please contact:

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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. 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, 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.