



KEY FIGURES CONFISERIE SPRÜNGLI

1836 David Sprüngli acquires Konditorei Vogel in Zurich's Marktgasse. The foundation stone of the company is laid.

1845 David Sprüngli & Fils begins chocolate production at the prompting of Rudolf Sprüngli-Amman.

1859 The shop at Paradeplatz opens for business. It rapidly becomes the premier address for fine confectionery and pastries and a popular meeting place on Zurich's Bahnhofstrasse.

1883 Coffee is served for the very first time in the history of the company in the Sprüngli Pavilion at the National Exhibition in Zurich.

1892 Confiserie Sprüngli and Chocolat Sprüngli (which later became Lindt & Sprüngli) go their separate ways and have been completely distinct businesses ever since. David Sprüngli-Baud assumes control at Confiserie Sprüngli.

1909/10 The business premises at Paradeplatz are renovated in the Art Nouveau style.

1924 Hermann Sprüngli, a representative of the fourth generation, takes the reins.

1931 The total refurbishment of the premises at Paradeplatz is put in hand.

1956 Richard Sprüngli (5th generation) assumes control of the business.

1957 Launch of the light and airy Luxemburgerli.

1961 Traffic and space considerations persuade the company to move production to Dietikon.

1970 The store in the Spreitenbach Shopping Centre is ready to open its doors. Over the next few years, Sprüngli will open further stores in prime shopping locations in the Winterthur, Basel, Bern, Zug and Geneva areas.

1994 Richard Sprüngli's nephews, Milan and Tomas Prenosil, assume control of the family business.

1998 Confiserie Sprüngli is the first company in its sector to establish an online presence.

2001 The production facilities in Dietikon are extended and modernised.

2007 The sales and customer advice facilities and the cafe bar on the ground floor at Paradeplatz are redesigned and modernised.

2012 The distribution network is being systematically expanded with an attractive outlet at Geneva airport together with a new Café & Lounge at Zurich airport.

2015 Launch of the exquisite «CUBA – auténtica colección» product line.





2015 For the first time, Confiserie Sprüngli launches four kinds of chocolate made from pure hay milk in bar form.

2015 Relaunch of the Confiserie Sprüngli website.

2016 Launch of a new store concept in ShopVille Zürich for a quick bite of indulgence. This is followed by another Sprüngli shop-in-shop in the Bongénie fashion store in Geneva.

2017 The first store in eastern Switzerland opens at the heart of St. Gallen's Old Town. Another new store is located right inside Zurich Oerlikon railway station.

2020 Sprüngli launches a world first, the Grand Cru Absolu – an intense chocolate experience made from 100% cacao fruit. Sprüngli uses fine cacao beans from Bolivia and the fresh, naturally sweet juice from the cacao fruit.

2021 As a pioneer of grand cru chocolate in Switzerland, Sprüngli launches 18 new chocolate bars. Among them are the finest grand cru chocolates of world-class origin, fresh milk and alpine flower chocolates and refined variations of the popular chocolate slabs, made with roasted and caramelised nuts, coconut chips and fruity raspberries.

2021 As the main sponsor of the pioneering 'Salama Mateza' project, Sprüngli helps cacao farmers in Madagascar and their families obtain access to basic medical care.

2021 Due to high customer demand, Sprüngli opens a chocolate outlet at its factory in Dietikon.

2022 Sprüngli opens a new store at Munich Airport – its first store in Germany.

2022 With the 'Akwaaba' project, Sprüngli's social commitments towards cacao farmers who supply it with exquisite grand cru cacao beans spread to Ghana, providing comprehensive health insurance to cacao farmers and their families in the municipality of Achiansah and other communities in the Suhum region.

2023 Opening of Sprüngli's first stores in Lucerne and Aarau. Exquisite pralines and truffles, fresh chocolate slabs and iconic Luxemburgerli are now available in the heart of Central Switzerland and the capital of the canton of Aargau.

2023 Confiserie Sprüngli extends its investment in healthcare for cacao farmers to South America. After Madagascar and Ghana, Sprüngli now also supports cacao farming families in Ecuador and Venezuela – two other countries of origin for its grand cru chocolates.

2023 The store in the newly renovated hall of Zurich main station is ceremonially reopened.

2024 After eight months of renovations, the legendary Sprüngli Café & Restaurant on Paradeplatz reopens in new glory. Visitors can look forward to an updated menu filled with surprising new culinary creations and popular Sprüngli classics.

2025 Sprüngli opens a new store in the heart of Zermatt – its first in the canton of Valais.





2025 Confiserie Sprüngli adds the new Luxemburgerli ice cream and crisp, chocolaty Luxemburgerli buttons to its light and airy Luxemburgerli range.

2026 Confiserie Sprüngli marks its 190th anniversary with the slogan 'Indulgence that brings us together – for 190 years'. With extraordinary collaborations, limited-edition anniversary products, special events and insights into its fascinating history, the family business, now in its sixth generation, pays tribute to its unique heritage and innovative spirit.

As of April 2026

Sprüngli