



ABOUT CONFISERIE SPRÜNGLI

Since 1836, Confiserie Sprüngli has been synonymous with handcrafted perfection, the very highest quality and a culture of indulgence driven by passion and attention to detail. As one of Europe's most renowned confectioners and a pioneer of Haute Chocolaterie, the Zurich-based company combines rich tradition and confectionery excellence with contemporary creativity and a flair for innovation. Founded in Zurich and still family-owned to this day, Confiserie Sprüngli is now in its sixth generation of management, headed by Milan and Tomas Prenosil. Over nearly two centuries, the company has grown into an internationally renowned name for the finest chocolate and confectionery specialities thanks to its exceptional dedication and keen sense for the extraordinary.

Iconic classics and creative innovations – the wide range of Sprüngli products

The name Confiserie Sprüngli represents an exceptional variety of handmade delicacies. Alongside melt-in-the-mouth pralines, the famous Truffles du Jour and exquisite grand cru chocolates, the range also includes unique cake creations, freshly prepared salads and sandwiches, seasonal specialities and stylish gift ideas. Each product is carefully crafted by hand in Confiserie Sprüngli's own factory in Dietikon and made fresh every day from high-quality, carefully selected ingredients.

The legendary Luxemburgerli are among Confiserie Sprüngli's best-known specialities. These light and airy macaroons with their delicate, well-balanced filling have long since become a Confiserie Sprüngli calling card. Their success story began in the 1950s and has since been continued with great care and attention to detail: generations of confectioners have carefully refined the recipe and shaped its unmistakable profile. Made fresh every day with the utmost care and natural ingredients, the sublime Luxemburgerli come in a wide variety of flavours – from classic Bourbon vanilla, chocolate and raspberry to champagne, lemon and many more. The selection is regularly complemented by new monthly creations that consistently provide surprising taste sensations.



Confiserie Sprüngli specialities are now available in 30 of its own stores throughout Switzerland – in Zurich, Baden, Aarau, Basel, Bern, St. Gallen, Winterthur, Lucerne, Zug, Geneva and many more locations. The product range is complemented by an online shop, which gives customers at home and abroad access to Confiserie Sprüngli's creations. In addition, four restaurants invite visitors to experience the world of Sprüngli with all their senses – including the long-established Café & Restaurant on Zurich's Paradeplatz.

Tradition and innovation – the DNA of Confiserie Sprüngli

The combination of tradition and innovation has shaped Confiserie Sprüngli since day one. The pioneering spirit of the founding family continues to have an impact today: proven craftsmanship is carried forward with meticulous care, genuine passion and great attention to detail, while new ideas are developed with openness and foresight. This attitude is reflected in both the products and the corporate culture.



The craft of handmade confectionery is at the heart of everything Sprüngli does. An experienced team of specialists preserves traditional recipes, continually refining and reinterpreting them with creative flair. Sprüngli uses only high-quality raw materials and attaches the utmost importance to quality, freshness and naturalness – from the origin of the ingredients to the careful processing and presentation of the products.

In addition to product quality, the company is also characterised by a deeply rooted service culture. In the stores and restaurants, personal advice, elegant surroundings and great attention to detail ensure one-of-a-kind moments of indulgence.



Dedicated employees have always been the soul of the company. With their knowledge, passion and daily commitment, they contribute to preserving while continually reinterpreting the tradition of Confiserie Sprüngli. In this way, Confiserie Sprüngli remains what it has been since its establishment, even 190 years later: a place where craftsmanship, innovative spirit and the Swiss culture of indulgence come together in a unique way.

The success story since 1836

Over 190 years ago, David Sprüngli and his son Rudolf laid the foundations of the company – in 1836, they acquired the small Vogel confectionery store on Marktgasse in Zurich. They began producing chocolate under the name David Sprüngli & Fils as early as 1845 – a truly pioneering endeavour in Switzerland at the time.

With entrepreneurial foresight, the business continued to develop rapidly. In 1859, the confectioner moved to what was then Neumarkt – today's Paradeplatz – which over the decades that followed developed into an important hub for commerce and transit. Later, one of Europe's most renowned shopping streets was created around Paradeplatz with the construction of Bahnhofstrasse.





The pioneering spirit continued to shape the company in the generations that followed. In 1961, production was relocated to Dietikon as demand was growing and this location offered better infrastructure options. To this day, the specialities that Confiserie Sprüngli is known and valued for are still carefully crafted there by hand every day. At the same time, the sales network grew steadily: today, Confiserie Sprüngli's specialities are available in around 30 of its own stores throughout Switzerland as well as in several restaurants.

The company experienced a significant boost in development under Richard Sprüngli. As the fifth generation of the family, he ran Confiserie Sprüngli from 1956 to 1994 and served as Chair of the Board until 2003. His era saw milestones such as the launch of the now world-famous Luxemburgerli at the end of the 1950s, the development and expansion of the production site in Dietikon and the growth of the company with new stores in shopping centres and railway stations. The international mail-order business was also developed during this time and grew into an important pillar of the company.

Today, the traditional family business is in its sixth generation, headed by Milan and Tomas Prenosil, Richard Sprüngli's nephews, with the same dedication and love for the company, its products and its employees. Under their leadership, Confiserie Sprüngli has established itself throughout Switzerland and once again demonstrated its innovative strength. Sprüngli's Grand Cru Absolu, for example, was a world first in 2020: a chocolate made entirely from the cacao fruit and containing just two ingredients – fine cacao beans from Bolivia and the natural juice of the cacao fruit. In 2024, the renowned Sprüngli Café & Restaurant on Paradeplatz underwent a thorough renovation and modernisation – another milestone in the eventful history of the House of Sprüngli.

2026 marks a further milestone for Confiserie Sprüngli, as the company is celebrating its 190th anniversary – with special collaborations, limited-edition anniversary products, selected events and insights into the company's fascinating history. Over the course of six generations and nearly two centuries, Confiserie Sprüngli has continually evolved – without losing sight of its roots.

