



Sprüngli

Press release

GINGERBREAD MAX PRESENTS THE MOST BEAUTIFUL CHRISTMAS GIFTS FROM SPRÜNGLI

A FESTIVE GIFT GUIDE FOR MOMENTS OF DELICIOUS INDULGENCE

Zurich, 5 October 2026 – Christmas is the time to give thoughtful gifts and savour delicious treats. Gingerbread Max from Confiserie Sprüngli has put together a selection of unique gift ideas – from the finest chocolate specialities and fresh confectionery creations to limited anniversary editions. Whether in shiny blue, festive red or Christmassy green, the three colour palettes are sure to get you in the festive spirit while showcasing Sprüngli's diversity – with premium-quality ingredients, masterful craftsmanship and an eye to every detail.



Gifts in shiny blue

Elegance to unwrap: blue symbolises festive restraint and special gifts that promise something extraordinary from the very first glance. Here, festive sparkle meets selected treats from the House of Sprüngli.



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Advent Calendar Sprüngli Christmas Scene

With its festive Christmas Scene, this Advent Calendar invites you to discover something new every day. Hidden behind each door is an exquisite treat from the House of Sprüngli, making the anticipation for Christmas a little sweeter each day.

Available from 10 November at a price of CHF 47.90.



Christmas Magic Deluxe

Five exclusive Christmas creations made from the very best chocolate in the varieties orange & ginger, Biberli gingerbread, vanilla kipferl, spekulatius, and walnut & cinnamon.

Available from 24 November at a price of CHF 59.90.

Gifts in festive red

Red is as much a part of Christmas as candlelight and the fragrance of fir trees. This colour palette features lovingly crafted gift ideas that combine the traditional Christmas spirit with the finest confectionery creations – to give, share, or enjoy yourself.



Advent Calendar Deluxe Angel

The festive Advent calendar, made from high-quality fabric and designed to be hung up, offers 24 days full of the finest surprises. In each little bag, a new, heavenly Sprüngli creation awaits.

Available from 10 November at a price of CHF 89.90.



Bonbonniere Christmas Tree Bauble

A Christmas classic in a special form: this festive red bonbonnière resembles a Christmas tree bauble and is filled with a selection of delicious pralines and truffles made from the finest Swiss chocolate.

Available from 1 December at a price of CHF 94.90.



Amandes de Noël

Dark chocolate, cinnamon and almonds combine to create Christmas moments to relish.

Available from 27 October at a price of CHF 34.90.



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Gifts in Christmassy green

Green reminds us of fir branches, Christmas trees and the festive winter season. This colour palette combines classic Christmas symbols with beautifully designed packaging and delicious treats from the traditional Zurich brand – for gifts that spread Christmas cheer the moment they're presented.



Bonbonnière Christmas Tree

Give the gift of a little Christmas tree: this festive bonbonnière is filled with selected pralines and truffles and brings a festive sparkle to the Christmas table.

Available from 1 December at a price of CHF 79.90.



Cube Deluxe

Three tiers, one exquisite selection: the Cube Deluxe showcases a varied assortment of pralines and truffles in dazzling packaging.

Available from 1 December at a price of CHF 89.90.



St. Nicholas' Day Bag

For connoisseurs of all ages: this beautifully decorated St. Nicholas' Day Bag is bursting with exquisite homemade St. Nicholas' Day specialities and is sure to spark a feeling of festive anticipation the moment it's presented.

Available from 1 December at a price of CHF 34.90.

You can find many more inspirational gift ideas at [spruengli.ch](https://www.spruengli.ch).

We are happy to receive your enquiries about sample products.

For more information and any image requests:

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About Confiserie Sprüngli

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, Zermatt and Geneva. They are complemented by a total of four gastronomy outlets, ranging from the Café-Bar to the legendary Café & Restaurant on Paradeplatz.

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