



# LINDT & SPRÜNGLI

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## PRESS RELEASE

### Successful premiere of the Lindt Christmas Lighting Event

**Kilchberg near Zurich, 17 November 2010 – Yesterday evening the Lindt & Sprüngli Chocolate Factory was the setting for a spectacular light show. Brand ambassador Roger Federer, the Lindt Maitres Chocolatiers and Ernst Tanner, Chairman and CEO of Lindt & Sprüngli, set the kick-off for the festive light projections by artist Gerry Hofstetter. Around 8,000 visitors marvelled at the festive images and enjoyed the magical Christmas village around the chocolate factory.**

Shortly after 7 p.m., Ernst Tanner, Chairman and CEO of Lindt & Sprüngli, opened the first Lindt Christmas Lighting Event. He welcomed the crowd and said enthusiastically: "Today, a Christmas fairytale will come true – for everyone who loves Lindt chocolate and enjoys being enchanted by Gerry Hofstetter's fantastic light illuminations". This was the cue for Roger Federer. Acclaimed by the onlookers, he stepped onto the stage in front of the Lindt & Sprüngli Chocolate Factory in Kilchberg. The tennis star admitted it was a real honour for him to be there: "I take some of Lindt's fine chocolate with me to every match, and here in Kilchberg is where it is made. Spending a whole evening devoted to chocolate is a wonderful Christmas present."

#### Thrilling light art

With bated breath, people waited for the two protagonists to press the button to launch the grand light art spectacle. Accompanied by well-known Christmas carols, the chocolate factory was illuminated for 12 minutes in the glow of 24 atmospheric images. Gerry Hofstetter's favourite is the gigantic box of chocolates that covered the entire facade. "The box of chocolates is actually a simple idea that works extremely well because of the oversized dimensions", enthused the light artist. "It is the perfect combination of light art and chocolate". The magical aspect was also evident in the festively decorated area around the headquarters of Lindt & Sprüngli. Particular highlights for the children were Santa Claus, who listened to their requests in front of his house, and the children's carousel. Finally, all the children were able to put their wishes for Lindt chocolate into the Christmas letterbox. The Lindt Maitres Chocolatiers' Christmas Houses had a magnetic appeal. Through large windows, children and adults alike watched the creation of finest masterpieces from Lindt chocolate and tasted them afterwards. Lavishly decorated market stalls also invited people to linger.

#### Light projections to continue until 26 December

The atmospheric light projections can be seen until 26 December. Every morning from about 6 a.m. until 8 a.m. and in the evening from 5 p.m. to approx. 10 p.m. a different image will appear on the facade of the chocolate factory. The Lindt Christmas letterbox next to Santa's house will also remain until Christmas. Five winners will be drawn from all completed wish lists every weekend throughout Advent, and will have their chocolate Christmas wishes granted.

**Photos of the first Lindt Christmas Lighting Event can be downloaded immediately via Photopress:**  
<http://multimedia.photopress.ch>.

#### About Lindt & Sprüngli

Founded 165 years ago in Zurich, Chocoladefabriken Lindt & Sprüngli AG is the worldwide leader in the premium chocolate segment. The high-quality chocolate is manufactured in eight production facilities in Europe and the USA and sold by 17 of its own subsidiaries and by a widespread network of independent distributors the world over. The Lindt & Sprüngli Group employs around 7,500 people and achieved sales of 2.5 billion Swiss francs in 2009.

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