

INNOVATION & TRADITION

EACH NEWLY LAUNCHED PRODUCT SHOULD HAVE
THE POTENTIAL TO BECOME A CLASSIC ONE DAY

Innovation is a permanent feature of Lindt & Sprüngli's history. Back in 1845, Mr Sprüngli and his son made chocolate in a solid form for the first time in German-speaking Switzerland. Thanks to the conching technique a revolution followed in 1879 in the shape of the legendary, soft-melting LINDT Surfin tablet. Today, LINDT is still typified by an unusually rapid pace of innovation. Not a single year passes without LINDT introducing distinguished new creations to the market. The LINDT Master Chocolatiers worked tirelessly on unusual chocolate recipes and revolutionized the world of chocolate more than once with their inventions. No combination is impossible; only the finest raw materials are good enough and the assurance of uncompromising quality and perfect manufacture remains a prerequisite for every new product.

With its history dating back for more than 165 years, Lindt & Sprüngli is a highly traditional business which has succeeded in permanently establishing itself on the market as a premium chocolate brand and in building up a loyal customer base. Throughout this period, classics have been further developed and supplemented by many attractive innovations. Innovation does not simply mean the launch of totally new products, but also entails the updating of existing lines which have been best sellers for many years. They include for example the optimization of recipes and the adaptation of packaging to the latest standards.

In product development, consumer needs are always prominent. We can only be successful in the long run if we are familiar with the wishes of our consumers. Many surveys, questionnaires, and tasting sessions give our Master Chocolatiers information about the preferences and habits of chocolate lovers whose standards are becoming increasingly exacting. Input from our marketing department is equally important. Trends are discovered and new impetus given, for instance in the late 1980s, when LINDT significantly shaped the market for dark chocolate with its extra-thin EXCELLENCE tablets with a high cocoa content. After countless tests, genuinely innovative products are finally introduced onto the market as a perfect response to consumer needs.

The HELLO lifestyle line was an exemplary and successful new launch in 2012, which was celebrated with a big party in Berlin. Many of the prominent personalities present beat the publicity drum for LINDT so that this event with a strong media impact was a topic of discussion for days on end. Its young and trendy presentation and sophisticated taste combinations delight the consumers. Another important new launch was the LINDT TEDDY in 2011. With its festive presentation and pleated red ribbon with a heart pendant it is a perfect addition to the success story of other figures such as the GOLD BUNNY. Millions of this item have been sold all over the world for more than 60 years, making it an uncontested icon for the Easter season. The same goes for the globally successful LINDOR product line which enjoys growing popularity since over 60 years. In recent years, the "Creation" in twelve different variations, "Les Grandes" and the "Passion Chocolat" represent the most successful launches in the tablet segment.