

THE FASCINATING WORLD OF THE MAÎTRES CHOCOLATIERS 60 YEARS OF LINDOR

It has a cool melting heart that is unendingly delicate, fine chocolate that entices the senses, and it is a closely-guarded secret recipe of the LINDT Maîtres Chocolatiers. LINDOR has been the pinnacle of pleasure for 60 years.



A MOMENT OF CHOCOLATE MAGIC — The LINDT Maîtres Chocolatiers discovered the perfect recipe exactly 60 years ago. They created a chocolate that has enjoyed immense popularity in the past until today thanks to its delicately melting yet cooling filling. Originally, LINDOR was only available in a tablet version. However, in the constant search for new product types, the tablet was soon redeveloped and joined by the now famous LINDOR balls. After 60 years, LINDOR is now available in a wide variety of versions and flavors. But let's start from the beginning...

HOW IT ALL BEGAN — During the economic recovery after the Second World War, the LINDT Maîtres Chocolatiers were commissioned to design a totally new chocolate tablet. The objective was to invent a hitherto unknown taste experience that would utterly enchant consumers. After an interminable creative phase, it finally came into being in 1949. The LINDOR recipe was born, and it has eclipsed all other commercially available chocolate varieties ever since, with its delicate melting quality and secret filling.

This was the start of a success story with real rarity value because in today's fast-paced world of consumer goods, only a few branded products persist for such a long time.

AN EXCEPTIONAL NAME — The LINDT Maîtres Chocolatiers could not have chosen a more suitable name all those years ago. The name LINDOR is made up of LINDT, the warrantor for outstanding chocolate passion, and "or," the French word for gold. Together, these two words therefore constitute a promise of top quality and exquisite pleasure. In addition, the name Lindor also has historical roots. In the opera "The Barber of Seville," written by Pierre Beaumarchais in 1773, a Spanish count, under the name of Lindor, features as the lover of the penniless girl Rosina. Inspired by this love story, in 1778, Wolfgang Amadeus Mozart composed a piano sonata with 12 variations on this romance and called it "Je suis Lindor." Around the end of the 19th century the name then appears again, this time in American history. Immigrants with the Alsatian surname "Linder" travelled to the USA. The name was subsequently anglicized as "Lindor."

If the statistics are to be believed, there are still around 450 people in the USA who answer to the name “Lindor.”

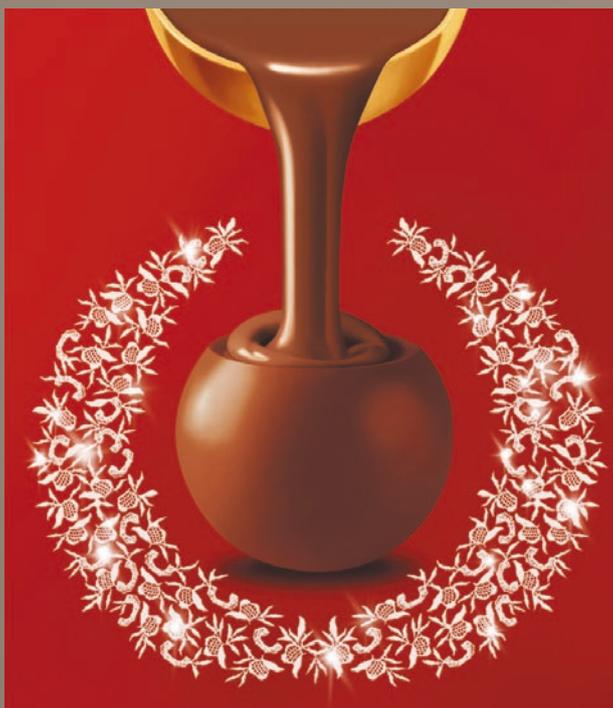
A UNIQUE RECIPE — A firm shell of finest chocolate with a filling that melts away delicately on the tongue. No wonder LINDOR fans state that LINDOR is the only chocolate in the world to make their hearts melt, too. Of course, many imitators have constantly tried and failed to copy the combination of the ingredients of this delicious chocolate. It goes without saying that this recipe, which remains unchanged to this day, is one of the most closely guarded secrets of the LINDT Maitres Chocolatiers.

ENTICINGLY DECORATED

— In 1949, LINDOR was initially only available in a tablet version. Three years later, the same recipe became available in the form of small rectangular minitablets called Napolitains. Several years later, in 1962 to be precise, the two products were given a sophisticated decoration in the form of the delicate white lace on the packaging that ideally reflects the extraordinary taste experience. Why, of all things, was a lace motif chosen for chocolate packaging? The answer is quite simple: then as now, the famous St Gallen lace represented an absolute luxury product, thus drawing several parallels with the excellent LINDT chocolate. Some examples are Swiss quality, global renown, the array of refined creations and skilled handiwork that requires a huge amount of expertise and passion. What is more, the fine white lace on the packaging has never gone out of fashion in all these years. Every now and then it has been updated a little, or seasonally adorned with a couple of sparkling stars for Christmas or glittering hearts

for St Valentine’s Day. However, despite the minor changes, it has remained the hallmark of this brand to this day.

THE BALL STARTS ROLLING — In 1967, almost 20 years after the recipe was invented, the real breakthrough was finally made with the LINDOR balls. Originally conceived as a Christmas tree decoration, the new version was soon added to the existing range. The product not only proved highly popular, but also fitted into the production program extremely well, as the hollow body line had previously only been used for Easter bunnies and Santa Clauses. Today, it is a real source of pride that production of LINDOR balls now exceeds one billion in almost 100 different countries.



IRRESISTIBLE TASTE —

The classic milk chocolate LINDOR balls are still the most popular flavor worldwide after all these years. They account for more than 50% of the overall sales of LINDOR each year. Surprising new flavors have

constantly been added over the years, and as a result there is now a wide selection to choose from. The LINDOR Dark was launched in 1984, followed by the LINDOR White in 1985 and the LINDOR Hazelnut in 1994. Today, the assorted LINDOR range with the four traditional flavors of Milk, Dark, White and Hazelnut ranks right behind the unrivalled red LINDOR Milk on the popularity scale. However, the LINDT Maitres Chocolatiers have a keen flair for trends and know that consumption habits vary from country to country. That is why they wasted no time in adding typically country-specific variations to the range. For instance, in the USA, consumers can enjoy LINDOR balls with a peanut butter filling. Peppermint recipes are just as

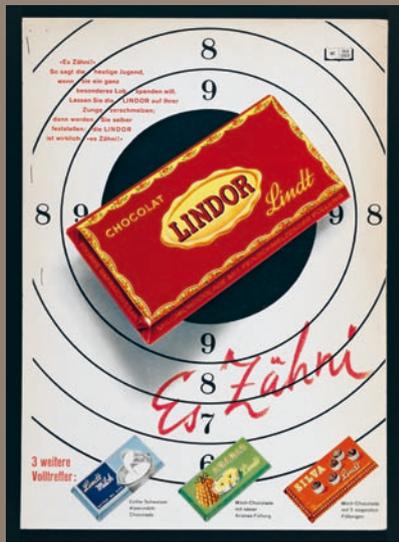
popular during Christmas time in the USA as in other English-speaking countries. In contrast, Europeans prefer the traditional recipes made from white, dark or milk chocolate. This selection is supplemented by the LINDOR Stracciatella balls every spring, a filling of crunchy hazelnuts in the autumn and a seasonal variety with warming spices such as cinnamon and coriander in the cold winter months. But not every composition is successful from the beginning. For example, when the LINDOR Stracciatella was launched in Australia, it initially failed to generate the expected demand. Intensive consumer research subsequently showed that the Italian term “Stracciatella,” which is well-known in Europe from the famous ice-cream variety of the same name, was not understood. The renaming of LINDOR Stracciatella as “Cookies & Cream,” a term in common use in the English-speaking world, finally delivered the desired success, and the variety is now an established product in Australia.



ADVERTISING THROUGH THE AGES — It is obvious that important leader products like the LINDOR balls must constantly be advertised in order to remain firmly entrenched in the minds of consumers. Over the years, this has resulted in a vast and varied collection of advertising posters that are now stored as artefacts in the historical archives of Lindt & Sprüngli. Initially limited to print media, LINDOR communication later spread to television. Let us take a quick stroll through 60 years of advertising history of an extremely successful product. The first advertisements, called “Reklamen” at the time, were entirely

poster-based and aimed at showing the product in conjunction with a simple advertising slogan. In the mid-1960s, the advertisements with the dolls by Sasha Morgenthaler from Bern became popular. As unique handmade items, these dolls formed the perfect parallel to the premium products of LINDT in advertising terms. In the 1970s and 1980s, the focus shifted back towards the product itself, before the enticing side of the LINDOR balls with their delicate melting quality was emphasized at the beginning of the 1990s. For the last ten years, a new communication concept has been implemented in which the LINDT Maitres Chocolatiers appear on TV as LINDOR ambassadors, demonstrating their passion and expertise. Since 2009, LINDOR has also had its own microsite on www.lindor.ch and has been focusing on personal feel-good moments, always featuring a LINDOR ball. Although the style of advertising has changed over the years, the message has always remained the same: LINDOR is the ultimate smooth melting chocolate delight.

THE QUEEN OF CHOCOLATES — There is no doubt that the LINDOR recipe enjoys tremendous popularity all over the world. Every single day, the LINDT Maitres Chocolatiers receive vast amounts of fan mail containing glowing compliments. Not without reason do consumers state that LINDOR is “unique” and the “queen of chocolates.” The letters also include suggestions for expanding the LINDOR product range. Of course, the LINDT Maitres Chocolatiers look into these recommendations tirelessly and are always working on new ways to surprise consumers. For instance, a LINDOR ball in XXL format has been produced in Italy. To meet consumers’ requirements regarding LINDOR, and of course to make their consumption even more pleasurable, a LINDOR festival was initiated in Switzerland in 2009. Here, LINDT Maitres Chocolatiers offered LINDOR balls for tasting and shared their passion for the product directly with consumers. On the subject of taste, did you know that everyone enjoys LINDOR balls in a different way? For example, there are the impatient LINDOR fans, who are so excited that they can hardly wait and put the entire ball into their mouth straightaway. And then there are the LINDOR lovers who savor the ball and let it melt away on their tongue until its full aroma gradually unfolds on the palate. And then, there are those who first bite off half of the ball and then lick out the delicately melting filling with gusto. So what type are you?



1950
“The bull’s eye”: The vision of advertisers becomes reality. The LINDOR tablet, which was created in late autumn of the same year, develops indeed into a “direct hit”. Billboard from 1950.



Mid 1960ies
The dolls of Sasha Morgenthaler from Bern are used for LINDOR advertising. As unique and handmade items, they represent the perfect parallel in advertising to the smooth LINDOR recipe.



Mid 1980ies
In 1984, the LINDOR family is extended by LINDOR Noir, consisting of finest surfin chocolate with a delicate, bittersweet filling.

LINDOR has existed for 60 years without ever going out of fashion, and it still tastes as uniquely and unmistakably good now as it did then. The LINDT Maitres Chocolatiers would like to take this opportunity to extend a big thank-you to all LINDOR lovers for their enduring loyalty.