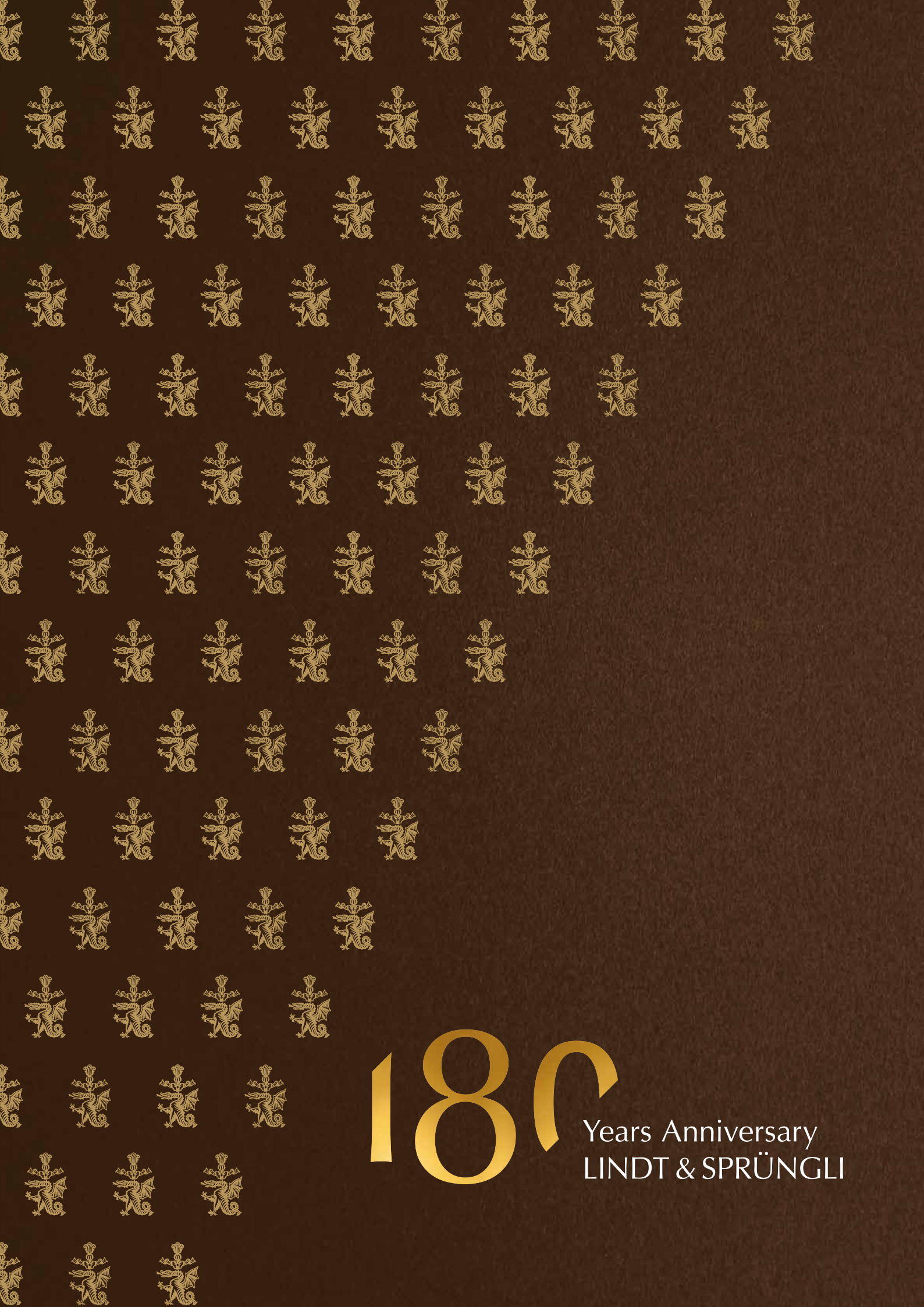




180

Years Anniversary
LINDT & SPRÜNGLI



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In 2025, Lindt & Sprüngli celebrates its 180th anniversary. From our origins in Switzerland, we have expanded to Europe, North America, and beyond. Our „Focus Chapter“ presents key milestones and notable figures from our 180-year journey. Discover the captivating story of Lindt & Sprüngli and be enchanted by our legendary products and innovations.



180 Years of Enchanting the World with Chocolate

In the mid-19th century, a remarkable story began to unfold in a small confectionery shop in Zurich – one that would shape the future of chocolate. This was the opening chapter of the story of Lindt & Sprüngli, now a synonym for premium chocolate worldwide.

Since 1845, Lindt & Sprüngli has passionately pursued its purpose: to enchant the world with chocolate. This commitment has brought consumers moments of pure bliss, as well as traditions to treasure. People and their creativity have always been vital ingredients of our company's success. From the dedication of countless employees, to groundbreaking inventions like Rodolphe Lindt's revolutionary conching process

that unlocked the secret of smooth melting chocolate, our story has many heroes. Iconic products have also played a leading role, such as the beloved Gold Bunny, given as a gift around the world at Easter, our fine Lindt "Excellence" dark chocolate, and the irresistibly smooth Lindor truffles.

Lindt & Sprüngli has grown into a world-renowned chocolate producer, with a rich heritage which has laid strong foundations for many more exquisite premium chocolate moments to come. Join us as we celebrate the past, savor the present, and look forward to experiencing the next sequel of this extraordinary tale of chocolate.



The construction of the Bahnhofstrasse in the 1860ies turned the Paradeplatz into a busy square.

180 The Founding Story

As the industrial revolution began to transform the economy in the mid-19th century, the city of Zurich entered times of groundbreaking transition. Entrepreneurs built factories where the availability of water harnessed power to drive water wheels, and later turbines. The laying of Switzerland's first tracks for steam locomotives opened up totally new possibilities for transportation.

This context of change also made its mark on the world of chocolate, in the form of a captivating story that began in a small confectionery shop in the city. There, in 1845, a father and son created the first solid chocolate bar in the German-speaking part of Switzerland. In their small premises in Marktgasse, Zurich, David Sprüngli and his son Rudolf sowed seeds with unimaginable growth potential.

David Sprüngli & Fils had come into being in 1836, when David Sprüngli was able to take over the Confectionery Vogel business. At that time, confectioners produced a broad spectrum of sweet treats, such as marzipan, nougat, and candies. For the Sprünglis, chocolate presented a wonderful, complementary opportunity. The chocolate bars they created, while being very different to what we know now, flew off the shelves of their shop. The father and son duo soon recognized that they

needed more room to make their chocolate. They found the space for this expansion in a facility in Horgen, near Zurich, where they operated until 1876.

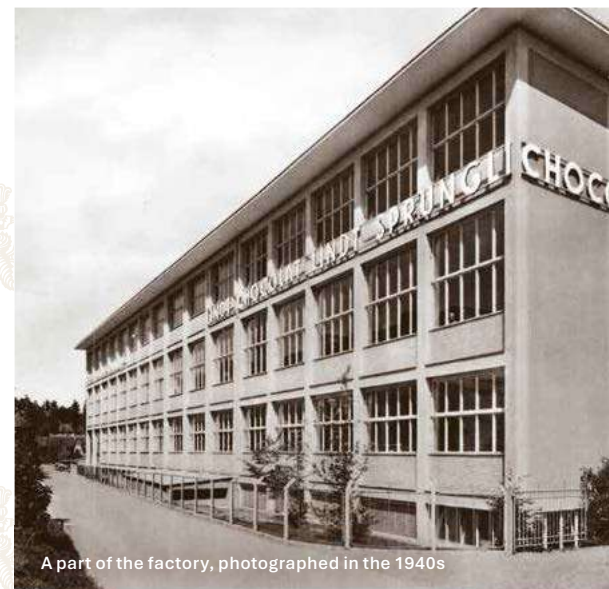
The Sprüngli business went from strength to strength between 1845 and 1900. In 1859, the owners bought the Tiefenhof, on what is today Zurich's prestigious square Paradeplatz. Here they established a second confectionery shop, with an elegant refreshment room attached to it. This quickly became one of the city's favorite addresses. People loved the totally new concept of being able to enjoy sweet goods while sipping on a hot chocolate, or a tea. The popularity of the Tiefenhof was to be long-lived – this is where the famous Confiserie & Café Sprüngli stands today.

In 1870, Sprüngli-Ammann, who had been the sole head of the company since 1862, bought the Werdmühle factory and gradually replaced the facilities in Horgen, which had become too small. At that time, the Werdmühle consisted of several residential and factory buildings.

In 1892, Rudolf Sprüngli-Ammann reached the age of 76 and faced the task of settling the question of family succession. He bequeathed the chocolate production facility to his older son, Johann Rudolf Sprüngli. Younger son David Robert

Sprüngli became the owner of the original shop in Marktgasse, and the new premises on Paradeplatz. Rudolf's daughters received cash compensation. This process led to the separation of the two arms of the Sprüngli empire, which had become synonymous with chocolate in the Zurich region.

Parallel to these happenings in Zurich, in the Swiss capital city of Berne another chapter in the rich history of chocolate production was being written. There, Rodolphe Lindt, a young and ambitious chocolatier, was on a mission to create a chocolate that would surpass all others in terms of texture and flavor. After years of tireless experimentation, his endeavors led to a



A part of the factory, photographed in the 1940s



Sprüngli at the Paradeplatz around 1875



Confiserie Sprüngli at Marktgasse around 1895

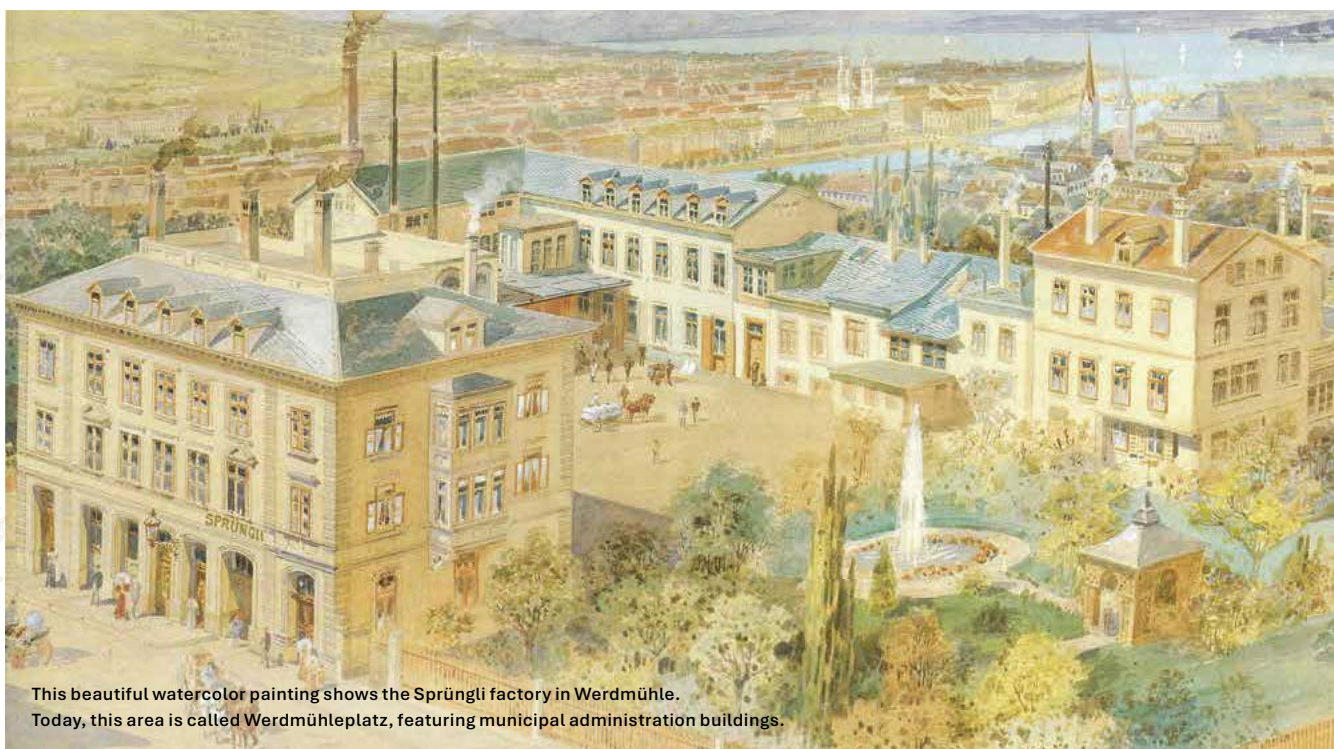
breakthrough in 1879, with the invention of the conching process. This involved slowly stirring and aerating the chocolate mass to create a smoother, creamier texture with a more intensive flavor. It was allegedly the result of chance, when one weekend Rodolphe either forgot to, or intentionally did not, turn off a machine. After an absence of three days, he returned to velvety chocolate that melted in the mouth and was easy to pour into molds. He called this new chocolate “chocolat fondant” – melting chocolate.

In the years that followed, Lindt’s chocolate was so popular that it was hard to meet demand. Rodolphe Lindt saw that he needed to expand his business, and to preserve his secret of making smooth chocolate, which had caught the attention of many competitors, especially in Germany.

Back in Zurich, Johann Rudolf Sprüngli-Schifferli recognized that

his factory had equally reached its expansion limits. He located a suitable site in the village of Kilchberg on Lake Zurich and began to construct a new, much larger factory there. Finished in 1899, this is still the heart of the company’s production network today.

During the construction of the Kilchberg factory, Johann Rudolf became aware of the happenings in Berne, specifically of Lindt’s secret chocolate recipe. Seeing the potential of this invention, Johann Rudolf acquired Lindt’s chocolate factory, including the details of the conching process. This marked the birth of the Lindt & Sprüngli company. It was the union of the Sprüngli family’s expertise in confectionery and retail, and Rodolphe Lindt’s innovation in chocolate making. This powerful combination has proven itself as a remarkable recipe for success, harboring the ability to inspire and enchant chocolate lovers all over the world.



This beautiful watercolor painting shows the Sprüngli factory in Werdmühle. Today, this area is called Werdmühleplatz, featuring municipal administration buildings.



Within the Lindt & Sprüngli factory during the 1970s, following the installation of a new production line



David Sprüngli-Schwarz

1776 – 1862

has gone down in history as a confectioner of vision, with a reputation for exceptional determination. Orphaned at the age of eight, he began working in a small confectionery shop when he was 17. He remained in the role of employee until the age of 60.

That was when he had the opportunity to take over the business that he worked for, on Zurich's Marktgasse. He turned it into Sprüngli & Fils with his son, Rudolf Sprüngli-Ammann. The father and son duo soon grew their enterprise. In 1847 they added a small factory in Horgen, near Zurich, to their portfolio. A second confectionery shop and refreshment room, on the now prestigious, busy Zurich square Paradeplatz, followed in 1859. Foresight and skill had shaped a career that was also to form the foundation stone of a prosperous sector.

18c Our Chocolate Pioneers

Rodolphe Lindt

1855 – 1909

was a confectioner who revolutionized the chocolate industry with his ground-breaking invention of the conching process in 1879. After completing his apprenticeship in Lausanne, at the age of 24 he purchased a factory in Berne to produce his own chocolate. He was determined to find a recipe for the perfect chocolate. After a string of unsuccessful attempts, he finally came up with a fine chocolate of unparalleled texture and taste. This was the fruit of his conching process, which kept the chocolate mass in motion for a long period of time. Lindt named his new creation "chocolat fondant" (melting chocolate). This dark, silky, smooth substance melted in the mouth and constituted a key milestone in the history of Swiss chocolate.



Rudolf Sprüngli-Ammann

1816 – 1897

inherited his father David's entrepreneurial spirit and continued to grow the family business with dedication and expertise. After completing an apprenticeship, and some years of traveling, he proved himself as a diligent, skilled confectioner, and started working in his father's business. Their collaborative spirit was highly productive and paved the way for innovation. This was epitomized by the creation of the first solid chocolate bar in the German-speaking part of Switzerland, which became extremely popular. Rudolf Sprüngli took over the confectionery business from his father in 1862. When Rudolf retired in 1892, his decision to divide the business between his own two sons was the basis of the two independent companies Sprüngli and Lindt & Sprüngli. From this date onwards, each of these enterprises would build its own impressive story.



Johann Rudolf Sprüngli-Schifferli

1847 – 1926

received the Sprüngli chocolate factory from his father in 1892, as part of the latter's succession plan. It assigned the confectionery shops to his younger brother David Robert. Johann Rudolf was a visionary and adventurous entrepreneur. Having relocated production from Horgen to Werdmühle to increase capacity, he soon recognized that the latter could not accommodate further expansion. He then took the decision to build a larger factory in nearby Kilchberg. This was completed in 1899 and remains the company's main site today. Further proof of Johann Rudolf's excellent business acumen came in the same year when he acquired Rodolphe Lindt's factory and secret chocolate-making techniques. This highly strategic move opened the door to the production of smooth, aromatic chocolate products that would delight consumers around the world. It was the birth of Chocofabriques Lindt & Sprüngli AG.

180 Introducing our Iconic Brands

Lindt & Sprüngli has established itself as a global leader in the premium chocolate market, a position achieved through the successful evolution of the Lindt brand alongside a series of strategic acquisitions.

This remarkable journey is marked by numerous individual stories and shared milestones, each contributing to the rich history and success of the company in the world of fine chocolate.





Lindt

Lindt was the first acquisition in the company's history. When Johann Rudolf Sprüngli purchased Rodolphe Lindt's Bernese chocolate factory in 1899, he transformed the chocolate-making capabilities of his original company and simultaneously turned it into "Lindt & Sprüngli".

Today, Lindt is a global brand, and its products are available in more than 120 countries. Driven by a relentless passion for innovation, Lindt's Maîtres Chocolatiers have developed a broad range of chocolate treats that cater to local taste preferences. Lindor, with its irresistibly smooth, melt-in-the-mouth filling, first appeared on the market in 1949 in chocolate-bar form. Two decades later, the iconic Lindor truffle gave shape to what has become the brand's biggest success story.

In 1952, another icon was born – the Gold Bunny – which has hopped into Easter baskets every year since. The classic Lindt Excellence dark chocolate bar is another much-loved specialty, celebrated for its intense, sophisticated flavor, and exquisite texture.





Hofbauer and Küfferle

Küfferle became part of Hofbauer in 1972 and Lindt & Sprüngli acquired both brands in 1994.

Hofbauer's story began with Carl Hofbauer's opening of a confectionery shop in Vienna in 1882. He quickly built an excellent reputation for delicate chocolate treats. Today, Hofbauer still stands for high-quality pralines, such as the Mozart truffles, that blend carefully selected ingredients with unique Viennese charm.

Küfferle began delighting Austrian chocolate lovers in 1865, with fine creations such as the famous Katzensungen (cats' tongues) introduced in 1892, and the Schokoschirmchen (chocolate umbrellas) launched in 1950. These confectionery products are true icons, bringing joy to people of all ages.





Caffarel

Caffarel brought its long history of traditional Italian chocolate craftsmanship to the Lindt & Sprüngli Group in 1998.

In the 1860s, company founder Paul Caffarel combined his expertise with the careful selection of high-quality ingredients to create the Gianduiotto. This intensively tasting, velvety smooth chocolate delicacy was something completely new. The Italian specialty, consisting of cocoa powder, sugar, and hazelnuts from Piedmont, established Caffarel as a symbol of Italian chocolate excellence. Today the Caffarel brand enjoys international appeal, known for uncompromising high quality, meticulous attention to detail, and beautiful packaging.



Ghirardelli

The Ghirardelli Chocolate Company, a cornerstone of American chocolate heritage, became part of the Lindt & Sprüngli family in 1998.

During the gold rush of the mid-1800s, founder Domenico Ghirardelli cleverly observed that the exhausted miners were hungry for sweet goods, and in search of something special to spend their gold dust on. When Domenico Ghirardelli founded his company in 1852, he committed to offering a premium chocolate product of the highest quality. Today, the historic chocolate factory on Ghirardelli Square is a San Francisco landmark. The popular Ghirardelli chocolate squares were first introduced in 1999. Meanwhile available in numerous varieties, these cater for diverse taste preferences with their signature liquid center. Ghirardelli is also famous for its hot fudge sundaes, and range of baking and professional gastronomy products.



Russell Stover®

Russell Stover

Lindt & Sprüngli acquired Russell Stover Chocolates, including the Witman's and Pangburn's brands owned by the company, in 2014 to further strengthen the Group's presence in the US market.

The Russell Stover story began in 1923 in Denver, Colorado, when Russell and Clara Stover started a candy business in their home. Very soon afterwards they were crafting high-quality pralines for special occasions. In 1993, Russell Stover acquired Whitman's, one of America's oldest chocolate brands, founded in 1842. Over the years Russell Stover has become synonymous with American chocolate gifting. The company offers an assortment of treats, including the popular Bow Line Pralines, Valentine Heart Boxes, the legendary Whitman's Sampler Boxes, Pangburn's Millionaires, and a successful line of sugar-free products. To this day Russell Stover remains a top choice for gifting related to special occasions throughout the year.





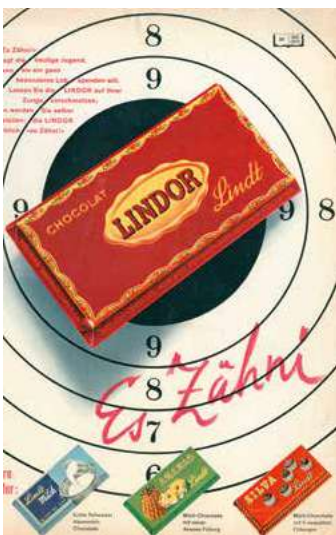
Gold Bunny

The Gold Bunny, made of fine milk chocolate, first enchanted consumers in 1952. While the Gold Bunny is available in various flavors, the milk chocolate version remains

the most popular. Since its introduction, the Gold Bunny has elegantly retained its original shape and design. However, a limited number of special editions have been created over the years.

180 Building an Iconic Brand

The announcement of the Sprüngli chocolate factory in a local newspaper in 1845 can be regarded as the first advertisement of the company. Advertising was pretty unusual in those days. But by the end of the 19th century, things were changing, and Swiss chocolate makers were eager to show off what made their products special. Early chocolate packaging even had fancy wax seals with the company's stamp. Later, they started using images of medals they'd won at competitions. It's fascinating to see how Lindt's advertising has evolved over the years.



Lindor

Lindor, first created as a chocolate bar in 1949, quickly became a global favorite because of its irresistibly smooth filling.

Almost two decades later, Lindt introduced the Lindor truffle, originally a Christmas treat. But everyone loved it so much, it became a year-round offering!



Today, there are over 30 flavors of Lindor truffles catering to different tastes around the world. The packaging has evolved over time, with the iconic „pouring shot“ added in 2005 and the elegant St. Gallen lace design.



Bittet zur Tafel



Excellence

In 1989, Lindt launched Excellence, a rich dark chocolate bar made from fine-flavour cocoa, which contributes to its signature taste profile. The Lindt chocolatiers crafted it for a luxurious experience, focusing on the finest texture, elegant flavors, and a long-lasting taste. Excellence became a hit, and now there are over 40 unique and indulgent flavors to enjoy, catering to every chocolate lover's palate.



Lindt & Sprüngli's advertisements have consistently highlighted the exceptional quality of their products while creatively showcasing consumer delight



Jedem Tafelfreund
die Chocoladen-Spezialität



180

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LINDT & SPRÜNGLI



Weil man
halt erst am Schluss
weiss, wer am
Laubhorn
gewonnen
hat...



180 The Lindt Home of Chocolate turns five

A major milestone in Lindt & Sprüngli's 180-year history was the establishment of the Lindt Chocolate Competence Foundation. This organization supports the Lindt Home of Chocolate museum, which is celebrating its fifth anniversary this year.

Interview with Ernst Tanner, founder and driving force behind the Lindt Home of Chocolate, President of the Lindt Chocolate Competence Foundation, and Executive Chair of the Board of Directors at Lindt & Sprüngli.

Mr. Tanner, how did you come up with the idea of opening a chocolate museum?

Even before I took over the management of Lindt & Sprüngli more than 30 years ago, I was already interested in the history of Switzerland's chocolate industry, right back to its very beginnings.

It's a history marked by pioneers – those who developed innovative and novel production methods, who invented a new industry

and methods that are still used worldwide today. One of these is the conching process, invented by Rodolphe Lindt. Of course, even back then, Lindt had to import the most important raw materials, such as cocoa from West Africa and vanilla from Madagascar.

With the Lindt Home of Chocolate, I wanted to honor these pioneers. I also wanted to offer the people of Switzerland, young and old alike, as well as tourists from all over the world, an unforgettable Swiss chocolate experience.

«We had over 800,000 visitors in 2024.»

And has the Home of Chocolate met your expectations?

The museum's attraction and popularity throughout the world have exceeded even my wildest predictions. We had over 800,000

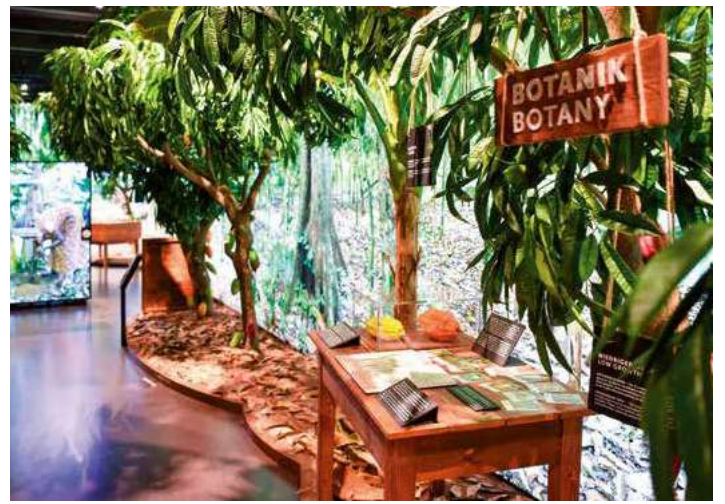
visitors in 2024, mostly families, and the feedback has been extremely positive.

The Swiss chocolate industry is not the country's largest export industry, but it shapes Switzerland's image abroad. As the world leader in premium chocolate, Lindt & Sprüngli plays an important part in this, and the Lindt Home of Chocolate reinforces the good reputation of Swiss chocolate.

What goals will you be working on next?

I imagine that, over the next few years, we'll create something similar in each region; say, in North America and the Far East. For the Middle East and India, we're already in discussions with the Emirate of Dubai. These steps will not only increase our brand's reach and popularity but also make it more tangible.





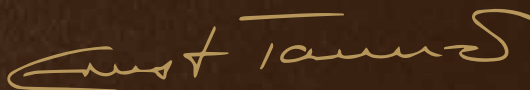


180

Our Employees are the Heart of Lindt & Sprüngli

As we proudly celebrate our 180th anniversary, I'd like to put the spotlight on our amazing employees. Each and every one of them has contributed to our ongoing journey, every step of the way. I'm truly grateful for their dedication and passion, essential ingredients of Lindt & Sprüngli's success to date.

Our remarkable company is founded on a shared commitment to excellence, innovation, and entrepreneurship. We have built a legacy we can all be proud of. Together we'll continue to create moments of joy and delight for chocolate lovers all over the world for many years to come.



Ernst Tanner, Executive Chairman