

**Lindt : maître chocolatier Suisse depuis 1845 / Lindt & Sprüngli.**

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# Lindt



MAÎTRE CHOCOLATIER SUISSE  
DEPUIS 1845



*Lindt's Swiss Master Chocolatiers  
are true masters in the art of making  
chocolate and they promote their  
craft with love and passion.*





*Lindt's Swiss Master Chocolatiers are true masters in the art of making chocolate and they promote their craft with love and passion. They select high-grade cocoa from only the best cultivated crops, such as Criollo or Trinitario, and roast them with the greatest care.*



*In the "Conche" the cocoa and exquisite ingredients are combined with creamy-soft cocoa butter – resulting in a velvety texture that can at once be felt by every connoisseur.*

*Lindt chocolate – an unrivalled smooth experience, an unmistakeable fine taste that melts gently in your mouth, leaving behind a tender feeling that satisfies all of your senses.*





## Over 160 years of Lindt & Sprüngli. A success story...

1845



Confiseur Rudolf Sprüngli-Ammann begins producing solid chocolate in Zurich.

1879



Rodolphe Lindt invents the "Conche" and produces "chocolat fondant", the first ever chocolate that melts in your mouth.

The "Conche" (from "Concha", meaning "shell" in Spanish) is an agitator which is used to mix, heat and aerate the chocolate mass for several hours. This is what gives the chocolate its velvety-melting texture.

1899

Lindt & Sprüngli is founded and a new factory is built in Kilchberg.

1977

The Lindt & Sprüngli businesses form an international group (listed on the stock exchange since 1986), taking over and integrating former licensees.

1994

Aiming to achieve worldwide market leadership in the Premium Chocolate segment, Lindt & Sprüngli acquires Austrian confiserie specialist Hofbauer (1994), Caffarel in Italy (1997) and Ghirardelli in the USA (1998).





# Swiss Classics Collection Box



"Chocolade Lindt Zartbitter" was the first chocolate produced by Rodolphe Lindt after inventing the conching method. It is still sold in its original recipe to this day.

After the Second World War the head of sales at Lindt & Sprüngli instructed the product developers to come up with a truly new bar with a delicate filling. This led in 1949 to the creation of the Lindor bar. This chocolate bar turned out to be the "Grandmother" of a product family which became a hit all over the world.



1951



1961



Milk chocolate and nut milk chocolate. Along with the Lindor bar, these two both rank amongst Lindt's best-sellers. Simply classic Lindt chocolate.



Another classic was born in 1957: the "Cresta" bar, deliciously crunchy nougat splinters embedded in a creamy praliné filling, all wrapped up in the finest Lindt milk chocolate.

