

Lindt Home of Chocolate: Opening Date for Unique Chocolate Experience Announced

Press Release | July 9, 2020

Kilchberg, July 9, 2020 – The longingly awaited Lindt Home of Chocolate will open its doors to chocolate lovers and those eager for knowledge on September 13, 2020. This unique Chocolate Competence Center will feature an interactive exhibition, a research facility with show production, a spectacular 9-meter high chocolate fountain, and it will also allow visitors to take a glance over the shoulders of the renowned Master Chocolatiers. The first Lindt Café, a Chocolateria for chocolate courses and the largest Lindt Chocolate boutique in the world will provide visitors with superlative chocolate delight.

After just 36 months of construction, the Lindt Home of Chocolate will open to the public on September 13, 2020. With this visionary project, the Lindt Chocolate Competence Foundation is providing the general public with a chocolate experience in the form of an extensive information platform on the subject of chocolate. More than 100 million Swiss francs have been invested into this extraordinary building project at Lindt & Sprüngli's historic headquarters in Kilchberg. "With the construction of the Lindt Home of Chocolate, we have created a Chocolate Competence Center that is unique in Switzerland and will strengthen the innovation of our industry over the long term," says Ernst Tanner, President of the Lindt Chocolate Competence Foundation's Board. Located in the immediate vicinity of Zurich and with excellent connections to the city, the new attraction is set to become an exciting destination for around 350,000 national and international chocolate fans every year.

Destination for chocolate lovers and experts

The new building in Kilchberg is the home of the world-famous Master Chocolatiers, who are providing comprehensive insight into their world of chocolate, their passion, and expertise for the first time ever. It will be a destination for Swiss and international guests and families, as well as experts and scientists. Besides the multimedia and interactive exhibition with its various focal points, the Lindt Home of Chocolate will also include a research facility with a show production. The exhibition covers around 1,500 square meters and covers themes such as the cultivation of cocoa, the history of chocolate, Swiss chocolate pioneers and chocolate production. Young and old Chocolate fans can learn fascinating information about Switzerland as a chocolate country and discover a number of secrets about how chocolate is produced. At the end of the information-packed tour through the museum, another highlight awaits visitors: endless fine Lindt creations can be tasted and enjoyed in the "Chocolate Heaven" tasting room. The Lindt Home of Chocolate also hosts the largest Lindt Chocolate boutique in the world and the first Lindt Café in Switzerland. In the new Chocolateria, visitors will be able to create their own chocolate masterpieces under the expert guidance

of the Master Chocolatiers – making it the perfect souvenir or gift. But the heart of the Lindt Home of Chocolate is the chocolate fountain with over nine meters in height in the entrance area. It is the only one of its kind in the world and features real flowing chocolate.

The building is an impressive work of art for architecture fans as well. According to Basel architects Christ & Gantenbein, the building was completed in a record time of just under three years. The modern design makes for a striking contrast to the historic Lindt & Sprüngli factory building dating from 1899 and fits in perfectly with the existing surroundings in Kilchberg. Inside, the three-story building has a distinctive design: curving staircases, suspended walkways and imposing skylights in the ceiling lend the building a particular elegance.

The Lindt Home of Chocolate is the perfect destination for families and lovers of fine chocolate on 360 days of the year. Entry for the chocolate tour costs 15 francs for adults and 10 francs for children aged 8 and older. For more information and a sneak peak of the new Lindt Home of Chocolate, visit the website: www.lindt-home-of-chocolate.com

Take a virtual tour of the Lindt Home of Chocolate by clicking on the following video: <https://www.youtube.com/watch?v=tTEVyq5dTDg>

Images:

Images can be downloaded via: <http://db.pr.keystone-sda.ch/de/customer/Lindt%20Spruengli/13611>



Lindt Home of Chocolate_Front.jpg: The Lindt Home of Chocolate in Kilchberg will be the new visitor magnet in the immediate vicinity of Zurich and with excellent public transport connections to the city.



Lindt Home of Chocolate_Exhibition.jpg: The exhibition in the Lindt Home of Chocolate covers around 1,500 square meters and covers themes such as the cultivation of cocoa, the history of chocolate, Swiss chocolate pioneers and chocolate production.



Lindt Home of Chocolate_CocoaCultivation.jpg: In the exhibition, visitors can dive into the origins of cocoa cultivation.



Lindt Home of Chocolate_Pioneers.jpg: More than 350,000 chocolate fans from Switzerland and around the world are expected to visit the Lindt Home of Chocolate each year and will be able to travel back to the old days of the chocolate pioneers.



Lindt Home of Chocolate_Tasting.jpg: At the end of the tour through the exhibition, a variety of fine Lindt creations can be enjoyed in the “Chocolate Heaven” tasting room.

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Lindt Chocolate Competence Foundation

Founded in 2013, the Lindt Chocolate Competence Foundation aims to sustain, cultivate and promote Switzerland’s long-term standing as a business location for chocolate and further strengthen Swiss chocolate-making expertise. Among other things, the Foundation is committed to fostering skills and innovations among the industry, further training for specialists and supporting young professionals with state-of-the-art facilities. The Foundation’s main project is the opening of a chocolate museum for the general public as an interactive information platform with a focus on all aspects of the chocolate-making industry.