

Global popularity: Lindt Home of Chocolate welcomes 500,000 visitors in 2022

Press release | February 14, 2023

Kilchberg, February 14, 2023 – **2022 was a resounding success for the Lindt Chocolate Competence Foundation. The Lindt Home of Chocolate, which is managed by the Foundation, welcomed more than half a million excited visitors in its second year of operation. In just a short period of time, the Chocolate Competence Center, which opened in September 2020, has become one of the most popular museums in Switzerland and draws enormous amounts of visitors both at home and from abroad.**

In 2022, the Lindt Home of Chocolate attracted a total of 500,738 visitors – a resounding success for the museum, which first opened its doors in September 2020. The imposing Lindt Home of Chocolate houses a multimedia exhibition covering chocolate's long journey from the cultivation of cocoa, its 5,000-year-old history, and the many significant Swiss chocolate pioneers, all the way to modern production techniques, the world's tallest free-standing chocolate fountain, the largest Lindt Shop in the world, and the first Lindt Café in Switzerland. In addition to all this, visitors can also design their own chocolate creations in the Chocoleria with the help of the Lindt Master Chocolatiers. The museum had a record year when it came to guided tours as well, with a total of 16,888 visitors ranging from everyday enthusiasts to industry professionals being taken through the exhibition by expert guides. This amounts to over 1,300 individual guided tours, 410 of which were school classes that had the opportunity to learn all about chocolate. The great interest in the Lindt Home of Chocolate comes not only from within Switzerland, but also from abroad. There has been a noticeable increase in the number of tourists once again traveling internationally, and the museum has welcomed many visitors from the USA, Brazil, India, Europe and all over the world. "The Lindt Home of Chocolate has become a main attraction on the museum circuit in Switzerland, and we are very proud to now be one of the most popular museums. Within just two years, the Lindt Home of Chocolate team has succeeded in making us the most visited chocolate museum in the country," says Ernst Tanner, President of the Lindt Chocolate Competence Foundation's Board.

Adjusted opening times – online reservation recommended

In the last year, the museum has experienced on average over 1,300 visits per day, reaching over 2,000 on weekends. To be able to accommodate such large numbers of visitors, the museum will now be open one hour longer every day from April to October. Kai Spehr, Managing Director of the Lindt Chocolate Competence Foundation, also recommends buying tickets online well in advance for the date you wish to visit (www.lindt-home-of-chocolate.ch). "We are still experiencing ongoing high demand for our Lindt Home of Chocolate, and I am proud of the tremendous performance of my employees over the past year. We are all looking forward to continuing to delight guests from around the world every day at our chocolate museum in Kilchberg," says Kai Spehr, Managing Director of the Lindt Chocolate Competence Foundation.

Lindt Home of Chocolate opening times:

November–March:

Monday–Sunday: 10:00–18:00

April–October:

Monday–Sunday: 10:00–19:00

Address:

Lindt Home of Chocolate

Schokoladenplatz 1

8802 Kilchberg

Images and additional information about the Lindt Home of Chocolate:

www.lindt-home-of-chocolate.ch

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About the 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.