

“Safeguarding Switzerland’s national identity:” Lindt opens Home of Chocolate

Lindt has officially opened its Home of Chocolate in Kilchberg, Switzerland, including the unveiling of its centrepiece – a 9m chocolate fountain.







The inauguration was led by Swiss Federal Council Member Ueli Maurer, Lindt Chocolate Competence Foundation President Ernst Tanner and Brand Ambassador tennis ace Roger Federer. Lindt Master chocolatiers

also took part.

The Lindt Chocolate Competence Foundation aims to engage and educate the public about the world of chocolate.



Lindt Home of Chocolate is ready and waiting to introduce visitors to its sweet world



“The chocolate fountain is the centrepiece of the Lindt Home of Chocolate and represents a homage to the globally renowned and popular Lindor truffles,” Tanner said. “The Lindt Home of Chocolate will play an important role in safeguarding Switzerland’s position as a chocolate country in the long term, as well as contributing to the transfer of knowledge across the entire industry.”



Meeting his match? Lindt Brand Ambassador Roger Federer eyes up a Lindt Lindor Truffle before testing his talent in chocolate production (below) with Lindt Chocolate Competence Foundation President Ernst Tanner



Federer, who also revealed a video on a ‘secret mission of discovery’ through the Lindt Home of Chocolate, commented: “The Lindt Home of Chocolate is a unique chocolate experience and I look forward to coming here with my kids.”

Mauer added: “Chocolate is a part of our national identity and the chocolate industry is an extremely important economic sector of our country. For this reason, fostering local chocolate expertise is synonymous with boosting Switzerland as an economic location.”



The Lindt Home of Chocolate encourages a hands-on approach in its interactive experience





[As reported](#), the Lindt Home of Chocolate is billed as a “unique chocolate competence centre”. It features interactive exhibitions, the chocolate fountain, the world’s largest Lindt boutique and a Lindt Café.



Sweet dreams? Young visitors to the Lindt Home of Chocolate can become Master Chocolatiers

Visitors are introduced to Lindt's chocolate production processes and offered hands-on chocolate courses from Lindt's Master Chocolatiers. A Chocolate Heaven tasting room is also included.



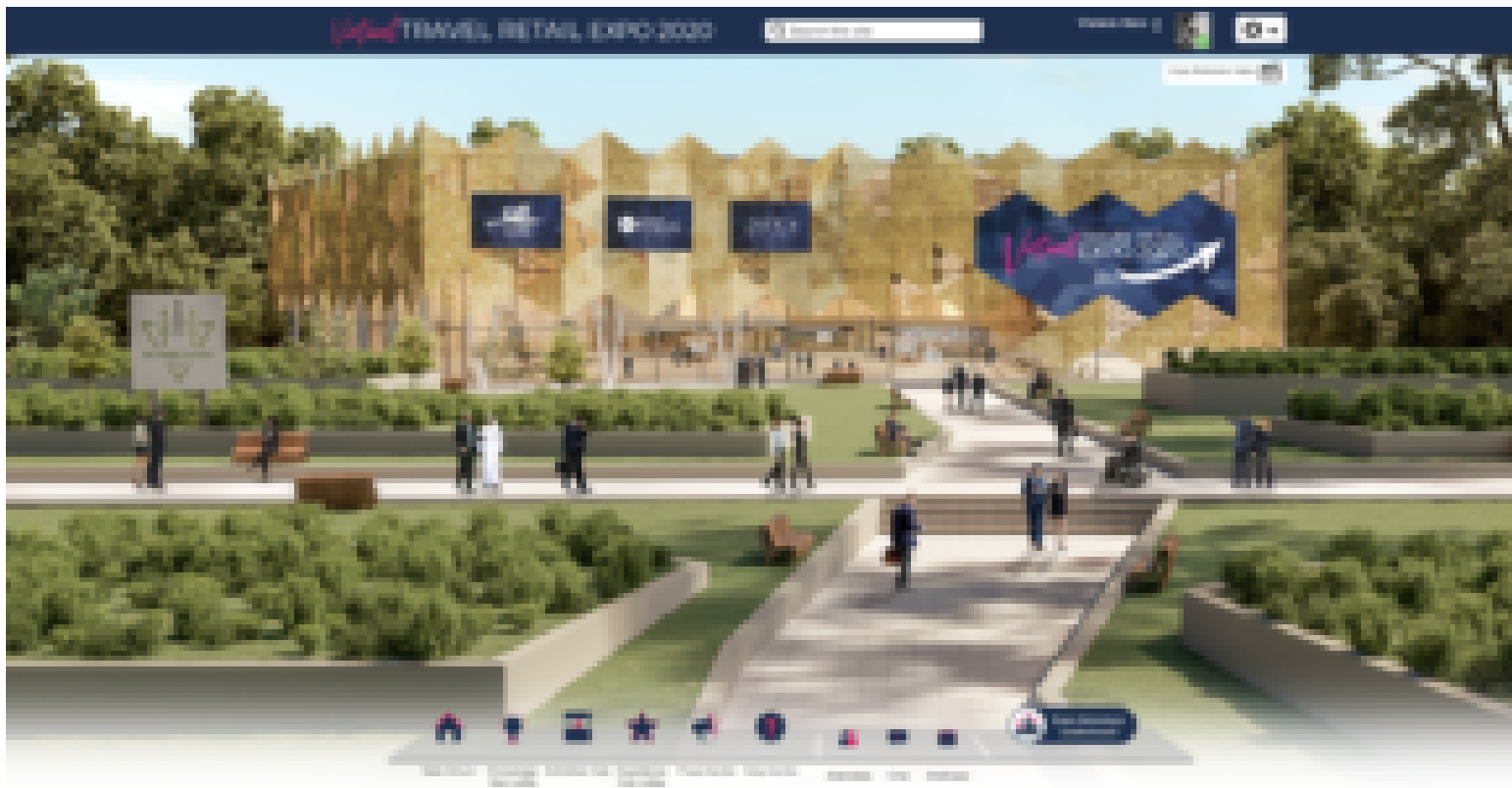




The interactive exhibition is spread across 1,500sq m, with themes including cocoa cultivation, the history of chocolate, Swiss chocolate pioneers and chocolate production.
600 size:

Virtual becomes reality for Lindt & Sprüngli

Lindt & Sprüngli joins a [stellar line-up of exhibitors](#) in the confectionery and food sector at the Moodie Davitt Virtual Travel Retail Expo in October.



Global Duty Free Head Peter Zehnder said the chocolate specialist was “very much looking forward to the unique opportunities arising from such an innovative virtual format.

“This year, Lindt is celebrating 175 years of chocolate history and we are delighted to celebrate this milestone with our customers and the travel retail industry – virtually, but with an unwavering dedication to creating unique chocolate moments across the globe.”

The unique 5-day ‘live’ event, followed by a 30-day showcase, begins on 12 October, just after the conclusion of the Chinese Golden Week holidays. It features a star-studded series of events across the five days, including a Symposium, category workshops and a new consumer research initiative.

Registration is free for buyers, exhibitors and preferred media partners. (Click [here](#) to register)