



CONFISERIE SPRÜNGLI  
Tradition seit 1836

Press release

## CONFISERIE SPRÜNGLI IS EXTENDING ITS INVESTMENT IN HEALTHCARE FOR CACAO FARMERS TO SOUTH AMERICA

After Madagascar and Ghana, Sprüngli is now also supporting cacao farming families in Ecuador and Venezuela – two other countries of origin for its grand cru chocolates.

Zurich, 10 October 2023 – **Sprüngli only uses exquisite cacao beans of world-class origin for its grand cru chocolates. To achieve this, the family business insists on a responsible and sustainable approach to people and nature along the entire value chain. Sprüngli has been committed to providing professional primary healthcare to cacao farming families in the countries of origin of its grand cru chocolates since 2021. Just one year after the successful launch of its first project in Madagascar – which has now been handed over to local control – Sprüngli initiated another healthcare project in Ghana as the main partner. The master chocolatiers are now expanding their commitment to South America. Through its 'Salud Esmeraldas' project in Ecuador and the 'Salud sur del Lago' project in Venezuela, the traditional Swiss company is supporting the very cacao farmers from whom it sources the fine cacao beans for its Grand Cru Esmeraldas and Grand Cru Maracaibo chocolates.**



When it comes to sustainability, Sprüngli is not only concerned with the raw ingredients it uses and their production, but also with the people who grow the fine cacao beans for the chocolate. Sprüngli obliges its partners to ensure cacao farmers receive fair pay and to create a safe and healthy

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working environment. In addition, Sprüngli has been supporting projects that aim to provide cacao farmers and their families with better medical and financial security since 2021. Access to medical care is often difficult in the rural cacao growing areas, and the costs can threaten the livelihood of farming families. These are precisely the issues that Sprüngli's involvement targets by providing families with vital support to help cover their health insurance premiums and procuring medication. One of the aims of the projects is to provide important education to help cocoa farmers and local cooperatives understand the benefits of securing basic health care. In this way, the projects are seen as a self-sustaining necessity in the long term and can have a lasting impact.

The first pilot project was launched in Madagascar in 2021. As the main partner, Sprüngli facilitated the development of the requisite infrastructure as well as covering health insurance contributions, and initiated the same scheme in Ghana one year later. Since this autumn, Sprüngli has also entered into an exclusive partnership with two health promotion projects in Ecuador and Venezuela.

### 'Salud Esmeraldas'

More than 400 cacao farming families in the Ecuadorian province of Esmeraldas will gain free access to health insurance from January 2024. Their treatments and medications will also be covered in the event of acute illnesses or accidents. The project will extend to covering the healthcare costs for pregnant women as well as postnatal care for mother and child.

With the 'Salud Esmeraldas' project, Sprüngli is supporting the very cacao farmers and their families from whom the long-established company sources the exquisite Arriba cacao used for its Grand Cru Esmeraldas chocolate to create selected truffles and pralines, as well as chocolate slabs and napolitaines.



### 'Salud sur del Lago'

Unlike Ecuador, Venezuela does not have national health insurance. The health system is heavily affected by the country's political and economic situation. There is a shortage of medical professionals, medicines and equipment. With the *Salud sur del Lago* project, Sprüngli is ensuring that, starting in January 2024, a total of 450 cacao farming families in the northwest of the country will be able to obtain all the medicines designated as essential by the WHO free of charge. At the same time, the



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project will help local health facilities to continue procuring these medications in future. The project is supported by an international NGO, which specialises in the import of medicines and relief supplies to crisis-stricken countries.

The project supports the very farmers who grow the rare, exquisite Criollo cacao bean in the Sur del Lago region of the Maracaibo lowlands. Sprüngli uses this bean to make its Grand Cru Maracaibo chocolate, which is transformed into chocolate bars, chocolate slabs and other Sprüngli delicacies.

Sprüngli has committed to funding both *Salud Esmeraldas* and *Salud sur del Lago* for at least six years. Both projects are collaborations with Sprüngli's long-standing partner Max Felchlin AG. The German social enterprise Elucid GmbH is handling the local development work as well as the technical implementation of the insurance certificates and payments. Through Elucid, Sprüngli can monitor the measurable successes of the projects and report them transparently.

The 'Salama Mateza' project in Madagascar demonstrates the effectiveness of the investments and their long-term objectives. The pilot project was handed over to local control earlier than expected. Since summer 2023, Felchlin's local partner has been paying for all the insurance premiums for their farmers themselves. It is significant that the need for health insurance was recognised so quickly and that the commitment was undertaken independently. Max Felchlin AG is maintaining its support for the project locally to ensure that it continues to run successfully in the spirit in which it was initiated.

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For more information and any image requests:

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**About Sprüngli chocolate**

As a pioneer of grand cru chocolate in Switzerland, Sprüngli sets out to find the finest cacao beans from the world's best growing regions. Sprüngli works with carefully selected partners in the local regions to ensure that natural resources are protected, the natural environment is respected, and that the cacao farmers work under fair conditions and for a fair price. The cacao beans used by Sprüngli come from cacao trees at selected locations in Venezuela, Ecuador, Bolivia, Cuba and Madagascar. The fruit is harvested by hand at just the right time by small-scale farmers and processed with the utmost care. The single-variety selection of original fine cacao beans, combined with the intense taste of delicate flavours, make Sprüngli grand cru chocolate a rare delicacy – pure, authentic indulgence of the highest quality.



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### **About our Swiss family business**

A Swiss family business steeped in tradition, Sprüngli is now in its sixth generation of management, headed by Milan and Tomas Prenosil. Its products, hand-crafted in Dietikon according to the traditions of the trade, are sold in our 27 Sprüngli stores across Switzerland. These are located in and around Zurich, Baden, Basel, Bern, St. Gallen, Winterthur, Luzern, Zug and Geneva. These are complemented by a total of four gastronomy outlets, ranging from our Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has stores at Munich and Vienna airports.

### **About Max Felchlin AG**

The chocolate producer Felchlin has been headquartered in Ibach-Schwyz in Central Switzerland for more than a century. As a niche manufacturer of the most exquisite couvertures, Felchlin prioritises the highest Swiss quality standards and traditional production processes. The company's 150 employees work with passion, expertise and care to bring these values to life – from procurement all the way to the final processing stage. Felchlin procures the raw materials directly from selected cacao cooperatives in line with FAIR DIRECT CACAO principles and ensures the fine cacao beans meet the high quality standards and ethical principles of Confiserie Sprüngli.

### **About Elucid GmbH**

Elucid gives small farmers access to essential healthcare and thus helps improve their livelihoods. Using its digital platform, Elucid implements programmes in countries of origin, collects socio-economic data and shares it with companies in global supply chains to demonstrate their social commitment.

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