



CONFISERIE SPRÜNGLI  
Tradition seit 1836

Press release

Zurich, 30<sup>th</sup> August 2022

## GRAND CRU BÂTONS – SPRÜNGLI'S NEW FINE VEGAN CHOCOLATE WITH CACAO JUICE

Master chocolatier Sprüngli, a pioneer of grand cru chocolate, presents new pralines in the shape of bâtons made from three full-bodied varieties of fine grand cru chocolate combined with fresh cacao juice

Following the launch of the world first 'Grand Cru Absolu' made of 100% cacao fruit in 2020, master chocolatier Sprüngli will return with a new innovation this September: the 'Grand Cru Bâtons'. As a pioneer of grand cru chocolate in Switzerland, Sprüngli is once again using the fresh juice of the cacao fruit to create innovative and naturally sweet vegan grand cru indulgences with fine varieties of cacao from Venezuela, Ecuador and Bolivia.



Two years ago, master chocolatier Sprüngli demonstrated its pioneering spirit by creating Grand Cru Absolu, the first grand cru chocolate made from 100% cacao fruit in Switzerland. Intense Grand Cru Absolu chocolate is made from just two ingredients – wild fine cacao beans from Bolivia and fresh, naturally sweet cacao juice – which is a true sign of its quality, unique craftsmanship and sustainable use of natural resources. Since 2020, Sprüngli has been uniting these two ingredients in pure chocolate indulgence in the form of the finest vegan Truffes Absolu and using exquisite Grand Cru Absolu chocolate to make iconic seasonal Luxemburgerli. Now, Sprüngli has proved its innovative power once again by uniting natural cacao juice with more varieties of fine cacao. The new Grand Cru Bâtons consist of exquisite bâton-shaped pralines crafted using Grand Cru Absolu, Grand Cru Maracaibo and Grand Cru Arriba, each of which is combined with naturally sweet cacao juice and coated in the best

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smooth melting grand cru dark chocolate. Sprüngli creates exceptional ganaches by using fresh cacao juice. Their creation requires master craftsmanship of the highest quality. The bâtons have three distinctive, full-bodied and natural chocolate flavours and are the perfect vegan treat.

With these three fine chocolate bâtons, Sprüngli is inviting its customers on a culinary journey of discovery to South America. The fine cacao beans that are used to make the Grand Cru Maracaibo bâtons come from Venezuela, while those used to make Grand Cru Arriba originate in Ecuador. Grand Cru Absolu is made using wild beans from Bolivia. Exquisite cacao beans of world-class origin are the essence of grand cru chocolate and make it a real rarity. Master chocolatier Sprüngli places great importance on the sustainable production and careful processing of the finest natural ingredients in order to meet its high quality standards. The resource-efficient use of the entire cacao fruit – including the juice – allows the cacao farmers to create added value.



### **Bâtons, Grand Cru Maracaibo**

Bâtons with a ganache made from Grand Cru Maracaibo 65%. This variety of fine cacao comes from Venezuela and features an elegant, intense cacao flavour, with balanced notes of coffee and plum. It is combined with naturally sweet cacao juice and coated in exquisite dark Grand Cru Maracaibo chocolate. Low in sugar and vegan.

### **Bâtons, Grand Cru Arriba**

Bâtons with a ganache made from Grand Cru Arriba 72%, a variety of fine cacao from Ecuador with powerful notes of coffee and liquorice, and a balanced fruit acidity. It is also combined with naturally sweet cacao juice and coated in exquisite Grand Cru Arriba chocolate. Low in sugar and vegan.

### **Bâtons, Grand Cru Absolu**

Bâtons with a ganache made from Grand Cru Absolu 78%. This fine chocolate from Bolivia is characterised by its citrusy and intense chocolate flavour. These bâtons are also combined with naturally sweet cacao juice and coated in exquisite Grand Cru Absolu chocolate. Low in sugar and vegan.

Chocolate lovers and connoisseurs can discover the new dimensions of flavour in our Grand Cru Bâtons from 20 September. 120 g Grand Cru Bâtons costs CHF 25; available in all Sprüngli stores and our [online shop](#).

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For further information and content:

**Confiserie Sprüngli AG**

PR & Content

Tirza Ledermann

[media@spruengli.ch](mailto:media@spruengli.ch)

Bahnhofstrasse 21

8001 Zürich

044 224 47 33

[www.spruengli.ch](http://www.spruengli.ch)

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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.

**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, Zug and Geneva. These are complemented by a total of five gastronomy outlets, ranging from our Café-Bar to the legendary restaurant on Paradeplatz. Outside of Switzerland, Confiserie Sprüngli has stores in Dubai, Abu Dhabi and, since April 2022, also at Munich Airport.

Follow us on Instagram: @confiseriespruengli

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