

Lindt Home of Chocolate unveils its chocolate fountain



Located in Kilchberg, Switzerland, the unique Chocolate Competence Center features an interactive museum, a research plant and an open-view production line and aims to position the country as an economic location

As of today, the world is another chocolate-themed attraction richer. With a spectacular inauguration, the curtain was raised on the new Lindt Home of Chocolate in Kilchberg. The unique Chocolate Competence Center with an interactive museum, a research plant and an open-view production line will be delighting visitors from Switzerland and across the world.

Swiss Federal Council Ueli Maurer, Ernst Tanner, President of the Lindt Chocolate Competence Fountain, and Roger Federer, brand ambassador, unveiled the centerpiece of the Lindt Home of Chocolate – the more than 9-meter high chocolate fountain. The launch was accompanied by a shower of gold confetti. A number of days before the official opening, the new destination of Switzerland's chocolate industry was inaugurated with a grand opening ceremony.

"The chocolate fountain is the centerpiece of the Lindt Home of Chocolate and represents a homage to the globally renowned and popular Lindor truffles. 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 contribute to the transfer of knowledge across the entire industry," comments Tanner.

During the celebration, Roger Federer presented a new video that brought a smile to people's faces. In the film, the world tennis star and a master chocolatier set out on a secret mission of discovery through the Lindt Home of Chocolate. Sport ace Roger Federer is full of enthusiasm for the chocolate museum.

"Chocolate is a part of our national identity and the chocolate industry is an important economic

sector of our country. For this reason, fostering local chocolate expertise is synonymous with boosting Switzerland as an economic location,” adds Maurer.

Over 100 million Swiss francs were invested in the Chocolate Competence Center. Situated close to Zurich and benefiting from excellent public transport connections, the attraction will provide an exciting destination for up to 350,000 chocolate fans from Switzerland and abroad. Described as a comprehensive information platform on all matters concerning chocolate, the chocolate museum is open to the public.

For experts, The Lindt Home of Chocolate is the home of Master Chocolatiers, who are now opening their doors and inviting guests to immerse themselves into the fantastical world of chocolate. In addition to the research plant, the Lindt Home of Chocolate features a 1,500- square meter exhibition that takes visitors on a journey into the world of chocolate. The informational tour finishes in a tasting room, where a range of masterpieces await to be sampled.

After more than three years of planning, the pilot research plant was successfully launched at the beginning of 2020. The facility combines maximum flexibility and functionality with highest quality implementation and is available to chocolate producers, research institutes and universities for sector-specific further education and advanced training of specialists.

Last, but not least, the Lindt Home of Chocolate also houses the world’s largest Lindt Chocolate Shop, Switzerland’s first Lindt Café, as well as the Chocolateria for courses in chocolate making, all of which are operated by the subsidiary Lindt & Sprüngli Schweiz AG. Based on the plans of Basel architects Christ & Gantenbein the three-story, multi-functional building is beautifully integrated into its existing surroundings in Kilchberg and offers a striking counterpart to the historic Lindt & Sprüngli factory that dates back to 1899.