

- Europe
- North America
- Rest of the World

Markets

Lindt & Sprüngli Group
CHF **4.59** billion
Sales 2021

North America
CHF **1.69** billion
Sales 2021

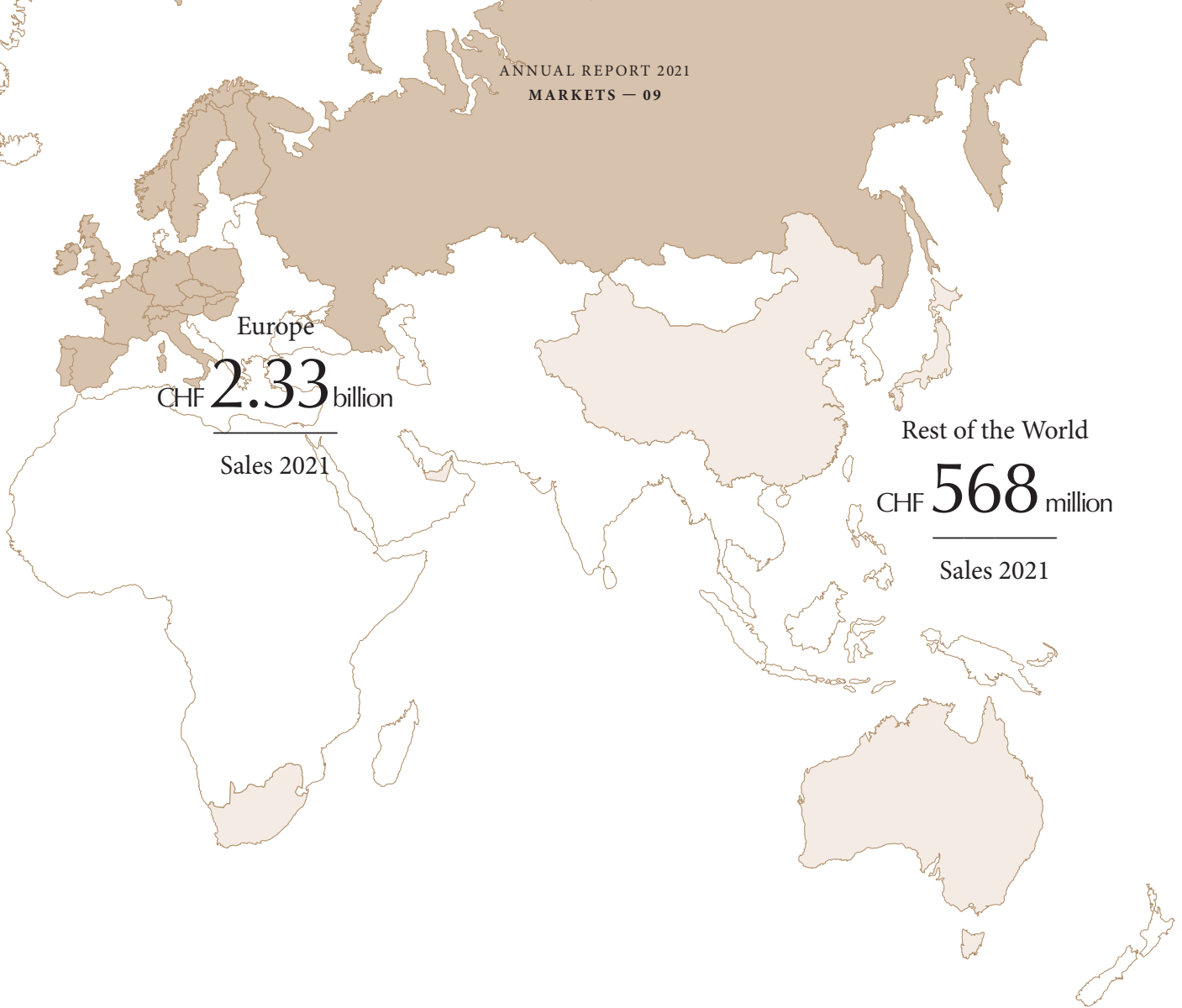
In 2021, with double-digit growth taking total sales to around CHF 4.59 billion, the Lindt & Sprüngli Group achieved very good financial results, surpassing even the financial year 2019. These results show how effectively the company has adapted to the evolving needs of consumers and their transformation which has been accelerated further by the pandemic.

The 2021 financial year – despite continuing uncertainties relating to the pandemic, as in the previous year – turned out to be a very good one for Lindt & Sprüngli in all markets. Lindt & Sprüngli achieved Group sales of CHF 4.59 billion, equating to organic growth of 13.3%, to which all regions and areas of business contributed.

In 2021, the markets recovered from the previous year's levels. This was partly due to the fact that in times when precautionary measures meant that people had to follow lockdown restrictions, chocolate was appreciated around the globe as comfort food to enjoy at home. The growth in sales resulted partially from catch-up effects which accompanied the reopening of bricks-and-mortar retail. In addition, more opportunities for social contact and festive oc-

casions such as Easter and Christmas were celebrated as usual which led to an increase for gifting items. Above all the Lindor product line benefited from this effect.

The online channels recorded continued growth last year. Particularly in countries where bricks-and-mortar retail was still hemmed in by restrictions, purchases in the virtual realm often more than compensated for the decline in the physical retail trade. Thanks to our omni-channel approach, Lindt & Sprüngli was well prepared for this. With our own e-shops, our presence on digital marketplaces, joint ventures with the online channels of large supermarkets, apps and collaboration with quick-commerce suppliers, we provide a multitude of touchpoints which offer consumers a largely seamless shopping experience. The advantage that Lindt & Sprüngli choco-



lates are always just one click away simplifies the purchasing process, and this is reflected in the sales figures for our markets.

In this market environment, we have once again been able to strengthen our market position in many countries and to gain market share. Numerous new developments, first and foremost in the Lindor and Excellence product lines, contributed to this positive trend.

Lindt & Sprüngli is one of the few global chocolate manufacturers to produce chocolate products from bean to bar, and to do so it needs high-quality raw materials and packaging materials. Despite the high price volatility on the market and challenges in the supply chain, Lindt & Sprüngli managed to ensure the supply of raw materials to almost all production sites in 2021. We also faced rising costs, with the prices

for sugar, milk products, almonds and various vegetable fats increasing significantly. The cost of hazelnuts, cocoa beans and cocoa butter, by contrast, changed only slightly. In the area of packaging materials, there have been steep cost increases, in particular for aluminum, plastic and corrugated cardboard, and these will continue in 2022.

Despite the positive business trend in 2021, we do not believe that the economic impact of the pandemic has yet been completely overcome. However, the results show that Lindt & Sprüngli adjusted so well to the more complex conditions. Thus, it was able not only to offset the sales lost due to the pandemic, but to overcompensate for them. In the future we will continue to react quickly and flexibly to further developments.

CHF **2.33** billion

Sales 2021

Europe

In “Europe”, our largest segment, Lindt & Sprüngli achieved sales of CHF 2.33 billion and organic growth of 13.8%. Germany, France and the UK remain the strongest markets, with the UK seeing growth and significant gains in market share which went against the general market trend.





Switzerland

Lindt & Sprüngli (Schweiz) AG

354 million CHF
Sales including exports
(duty-free & distributors)
+18.5% growth

Lindt Switzerland, under which the sales of duty-free shops and distributors are also posted, increased its sales by 18.5% to CHF 354 million in 2021. One new retail customer merits particular mention: as of 2021, Lindt products have been on the shelves in all Migros stores. As a result, Lindt is the new number 1 chocolate brand in Switzerland. Lindt products are now on sale in the country's two largest retailers, among them above all Lindor, the number 1 in the praliné segment. New flavor variants such as hazelnut and double chocolate, together with intensified social media activities, have contributed to the increase in Lindor's market share. Excellence bars are still the market leader in the dark chocolate bar segment. Additionally, the launch of Lindt Squares has been a great success. This premium segment chocolate snack is designed to attract a younger target group. Switzerland introduced a marketing innovation with resounding success on the online channel: consumers had the opportunity to personalize

the traditional Gold Bunny or an entire chocolate gift basket by adding a name. These and other activities supported Easter sales to reach a new all-time high. Our Lindt Shops recorded improved results despite at some locations we are still feeling the absence of tourists. The Lindt & Sprüngli Group responded to the encouraging increase in sales in Switzerland and in the European markets by expanding production capacity at the Olten site by 50%. Between 2021 and 2024, we will be investing CHF 74 million in the Lindt Cocoa Center, a clear commitment to Switzerland as a business location.

Details of our travel retail business sales and of sales via distributors can be found on page 24.



Germany

Chocoladefabriken
Lindt & Sprüngli GmbH

692 million EUR
Sales
+11.0% growth

The German market achieved organic sales growth of 11.0% to EUR 692 million. Market share grew across the board in all product groups, with the result that Lindt is now number 1 in the praliné market for the first time. The products most in demand among German consumers were the Mini Pralinés, the popular Gold Bunny and the Lindor brand, which was also named top brand of the year 2021 by a jury of experts. The new "Hello Vegan" range, a product line made from purely plant-based ingredients, received further awards. In the German market, the brand Excellence again achieved increased growth, with "Excellence Cacao Pur" at the forefront. This new product, made from 100% cocoa fruit, outperformed almost all other Excellence bar variants

on our own sales platforms. Together with our Lindt Master Chocolatier, we offered consumers a 60-minute webinar in which the Master – like a sommelier for wines – explained the flavor nuances and proposed perfect pairings with other foods. Besides other effects, this also contributed toward the positive growth exhibited by online retail. Looking at seasonal results, Easter and Christmas business went well thanks to a number of new products. For example, at Easter the Gold Bunny was also available in white chocolate with strawberry pieces.



France

Lindt & Sprüngli SAS

398 million EUR
Sales
+6.0% growth

In the French market, Lindt & Sprüngli achieved sales of EUR 398 million, representing growth of 6.0%. This was mainly due to the general recovery of the market after the lockdowns, strong growth in sales of chocolate bars and the Christmas business. A variety of marketing activities and new product formats also played an important part. New packaging designs and advertising measures positioned the key brand Lindor – which had previously been seen primarily as a Christmas product – increasingly as an Easter gift. Despite challenging conditions, we succeeded to open two new bricks-and-mortar Lindt Shops in France. As a result, we now operate 25 own shops, where new

exclusive products are offered. The new shop-in-shop initiative with our partner BHV Marais, a major Parisian department store, has taken the brand experience to a new level. For seven weeks, Lindt Master Chocolatiers showcased their art of chocolate on-site, directly linking the brand experience with the occasion to purchase. It was a great success: according to estimates, we had 1.8 million visitors, and the event was further leveraged on our social media channels.



Italy

Lindt & Sprüngli S.p.A. &
Lindt & Sprüngli Retail S.r.l.
& Caffarel S.p.A.

260 million EUR
Sales
+30.9% growth

In Italy, Lindt & Sprüngli achieved sales of EUR 260 million, which equates to significant organic growth of 30.9%. Lindt consolidated its position as market leader in the premium segment in Italy, recording growth in the key products Lindor and Excellence. Easter business, which in the previous year had been severely affected by the pandemic, saw a significant recovery. In the praliné segment, Lindor Double Chocolate was particularly well received, but sales of bar products also rose. Thanks to Lindor, Lindt & Sprüngli is now the market leader in the praliné segment for the first time and overall number 2 in the chocolate market in Italy.

The Lindt brand achieved a worldwide unique success in terms of TV coverage. In collaboration with the fast-growing television broadcaster TV8, we succeeded in getting the Lindt brand involved in two of the most important TV trends of recent years: cooking and casting shows. In the TV show “Maître Chocolatier – Talenti in sfida”, ten participants battled to join our Italian team as a “Lindt Master Chocolatier”. Over five episodes, the

participants faced a variety of challenges on the theme of chocolate. The TV event was accompanied by a variety of promotional activities, such as a “Talent Show Celebration Box”, containing all the products that appeared in the program.

Our position in the Italian market region will change in the coming months. During the past financial year, we took over the retail shops of a former sales partner and integrated them into our own retail structure. This will give the brand increased visibility at prime locations. As announced in September, the Caffarel brand will be organizationally integrated within the Italian market organization. Its strong local roots will enable us to achieve synergies, releasing resources for other innovations.



Lindt 

EXCELLENCE

CACAO PUR

ALLES AUS DER CACAO-FRUCHT

OHNE
weitere
Zutaten



18%
aus dem
Cacao-Frucht-
fleisch

82%
aus der Cacao-Bohne

82% CACAO

Edelhüter Cacao Pur –
mit feinen Nuancen



und exotischer Säure
der Cacao-Frucht

Lindt
Lindt logo crest
NUXOR

GIANDUJA
FEINHERB



FEINHERBE GIANDUJA-CHOCOLADE
MIT GANZEN, GERÖSTETEN HASELNÜSSEN
36% HASELNÜSSE

Lindt
Lindt logo crest
NUXOR

GIANDUJA
MILCH



CREMIGE GIANDUJA MILCH-CHOCOLADE
MIT GANZEN, GERÖSTETEN HASELNÜSSEN
41% HASELNÜSSE





UK & Ireland

Lindt & Sprüngli (UK) Ltd.

254 million GBP
Sales
+18.2% growth

In the past financial year, the markets in the UK and Ireland achieved sales of GBP 254 million, reflecting organic growth of 18.2%. In a modestly growing chocolate market, Lindt & Sprüngli outperformed the market in all categories and continues to be the fastest growing manufacturer, with significant market share gain in the UK and Ireland. This is due in particular to a reverse Brexit effect. Keeping our logistics processes running was a major challenge for our company last year. Thanks to sound preparation, however, we were able to ensure the uninterrupted supply of our products even after Brexit. At the same time, we managed the digital channels in the UK successfully and are therefore the market leader in online sales

of chocolate. Thanks to strong growth of the Lindor brand and of various new products, Lindt became the second-largest supplier in the Easter and Christmas seasons.



Spain & Portugal

Lindt & Sprüngli (España)
S.A.

+8.3%
growth

The Spanish and Portuguese markets generated organic sales growth of 8.3% in 2021, to which our successful business in Portugal made a major contribution. The Lindor product group, with its Dulce de Leche, Double Chocolate and Salted Caramel flavors, was a strong driver. Nuxor – for fans of hazelnut – succeeded in winning a lot of new fans, so Lindt was able to consolidate its number 2 position in the praliné segment. Alongside other new products, we launched Lindt's new ice cream range. In addition, Lindt & Sprüngli has invested in its own sales infrastructure and opened two new shops, and therefore currently operates 21 own stores. Online sales have also grown across all

channels, whether through our own e-shops, online marketplaces or online orders via bricks-and-mortar retail partners.



Lindt
GOLDHASE

Rest of Europe

Austria

In the Austrian market, Lindt & Sprüngli achieved organic sales growth of 13.4%. Lindor products were also the major sales drivers here, making us the unrivalled market leader for pralinés and seasonal products and putting us in second place for chocolate bars. Lindt is one of the major growth drivers in the Austrian chocolate market and is continuing to gain market share. The “Hello Vegan” product range has been acclaimed as being particularly innovative and meets the Austrian strong demand for vegan chocolate. Within just a few weeks of its launch, “Hello Vegan” had already left its strongest rival in this category trailing behind it. Another trend is the sustained growth of the dark chocolate segment where we are also the clear market leader with Excellence. With Excellence Cacao Pur we will further be able to strengthen this position.

Nordic

The Nordic market region (Denmark, Sweden, Norway, and Finland), which had already achieved a double-digit increase in the previous year, again recorded organic sales growth of 12.2%. In these pandemic times, this is a remarkable performance and is also reflected in increased market share. While Excellence has long been Sweden’s favorite brand in the premium bar category, Lindor is now – thanks to the launch of the new Double Chocolate flavor – closing in.

Benelux

The Benelux market region was formed during the past financial year from the Netherlands, which was previously a separate region, and Belgium and Luxembourg, which are operated via distributors. In this region, Lindt & Sprüngli achieved organic sales growth of 28.8% and has thus slightly increased its market share. In this market region the Excellence brand is more significant than Lindor.

Central Eastern Europe

The Central Eastern Europe market region (Czech Republic, Slovakia and Hungary) achieved organic growth of 25.4%. While starting from a relatively low base, sales from our own Lindt Shops grew particularly strongly, thanks to two newly opened shops and stronger online sales. Of the various products, Lindor was the clear sales driver.

Poland

Organic sales growth in Poland amounted to 20.4%. The overall market for chocolates is growing, with a focus on pralinés. Thanks to the newly launched Salted Caramel flavor, Lindt & Sprüngli benefited with Lindor. In terms of distribution channels, the market organization is seeing a shift towards small residential convenience stores and discounters and is adapting to this change in consumer needs.



Russia

Lindt & Sprüngli Russia achieved organic sales growth of 18.3%. Here, too, Lindor was the most important product in the retail segment. Excellent growth was achieved, thanks to robust growth in sales of Lindor, combined with the expansion of direct-to-customer activities with two new shops being opened in Moscow and St. Petersburg, as well as the launch of the Lindt e-shop.

CHF **1.69** billion

Sales 2021

North America

In the “North America” segment, Lindt & Sprüngli increased its sales by 10.7% to CHF 1.69 billion, most notably via online channels. The US market, in particular, has succeeded in quickly gearing its distribution structures to digital platforms. As we were well prepared for this development, consumers could either seamlessly access our own e-shops or use the online stores of the major retailers, which were also rapidly expanding. In North America, this omni-channel strategy was a key factor in 2021’s good performance.



No. **1**

IN THE PREMIUM SEGMENT
IN THE USA



USA

Lindt & Sprüngli
(USA) Inc.

581 million USD
Sales
+16.3% growth

Lindt sales in the USA market grew organically by 16.3% to USD 581 million. All distribution channels contributed to this growth. Lindt's growth was doubling the general growth in the chocolate market, which has also resulted in an increase in market share and consolidated our position as market leader in the premium segment. The increase is primarily due to the demand of home consumption products. People are eating more often at home, with chocolate taking on the role of dessert. Lindor is the preferred product here, and not without reason the leading brand among premium chocolates. Added to this has been the lifting of contact restrictions, which has led to stronger sales of gift items again and was reflected in particularly good sales around Mother's Day, Valentine's Day and Christmas. Newly developed

TV commercials, product innovations and strategic cooperation with retail customers contributed to these strong results. In the USA, as in other markets, digital channels, whether our own platforms or those of our partners, are an above-average growth driver. This change in consumer behavior demands more agile structures at all levels, affecting marketing, logistics, technology and organizational processes in equal measure. Lindt & Sprüngli is adapting its structures, accordingly, maintain control over costs and enable the rapid scaling of the business so as to continue this success story.



Ghirardelli Chocolate Company

638 million USD
Sales
+15.6% growth

In the 2021 financial year, Ghirardelli generated sales of USD 638 million, which equates to overall growth of 15.6%. Compared with the previous year, the performance indicators in the product categories have largely been reversed. Although the lockdown-driven "baking boom" abated, Ghirardelli still recorded slight growth in this category. Once again food service products were in greater demand, as the gastronomy industry was allowed to host more guests. Sales in the company's own shops bounced back most strongly, as travel activity increased again due to rapid and widespread vaccination which attracted tourists to our shops. However, the strongest contribution in terms of sales, with a steadily increasing

market share, continues to come from Confections, first and foremost Ghirardelli Caramel Squares and seasonal products for Christmas.



Russell Stover Chocolates

342 million USD
Sales

-5.0% decline in sales

The Russell Stover company achieved sales of USD 342 million, which equates to an organic decline of 5.0%. The subsidiary has a market-leading sugar-free product line, which recorded significant sales growth during the year, particularly with gift items during the Christmas period. However, Russell Stover's three production companies experienced a reduction in product availability due to challenges in recruiting staff, as well as bottlenecks in the supply chains for raw materials and packaging materials. This led to lower sales and meant that the company was not able to achieve its full potential in the market. The problem areas have been identified, and with support from the Lindt & Sprüngli Group, a new management is currently imple-

menting the solutions required. We are anticipating that the measures taken will lead to positive results during 2022.



Canada

Lindt & Sprüngli (Canada) Inc.

328 million CAD
Sales

+11.3% growth

The Canadian market, with sales of CAD 328 million and organic growth of 11.3%, performed almost as well as its neighbor, the USA. There were also signs of a catch-up effect following the reopening of bricks-and-mortar retail. Wholesale sales exceeded our expectations. The Lindt brand thus remains the number 2 in the Canadian chocolate

market, with Lindor as the undisputed leading product brand. The Excellence brand is also the leader in both the chocolate bar and all dark chocolate categories.



Mexico

Lindt & Sprüngli de México,
S.A. de C.V.

+8.0% growth

The Mexican market achieved organic growth of 8.0%, with the main drivers being Lindor, helped by the first TV Christmas campaign, and Ghirardelli products. Another key factor was the general increase in customer footfall in

the retail sector, which boosted particularly sales in large department stores.



Russell Stover
AN AMERICAN CLASSIC EST. 1923
ASSORTED
MILK & DARK CHOCOLATES
40 PIECE COLLECTION



PREPARED TO
SHOW DETAIL

Russell Stover
AN AMERICAN CLASSIC EST. 1923
ASSORTED CARAMELS
IN MILK & DARK CHOCOLATE

Russell Stover
AN AMERICAN CLASSIC EST. 1923
DARK CHOCOLATE
ASSORTMENT



Russell Stover
AN AMERICAN CLASSIC EST. 1923
MINT CHOCOLATE MELTS
COVERED IN MILK CHOCOLATE



Merry
Russell Stover
AN AMERICAN CLASSIC EST. 1923
ASSORTED
MILK & DARK CHOCOLATES

Joy
Russell Stover
AN AMERICAN CLASSIC EST. 1923
ASSORTED
MILK & DARK CHOCOLATES

Russell Stover
AN AMERICAN CLASSIC EST. 1923
ASSORTED
MILK & DARK CHOCOLATES

Russell Stover
AN AMERICAN CLASSIC EST. 1923
PEPPERMINT MELTS
SMALL PEPPERMINT MELTS COATED IN MILK CHOCOLATE



CHF **568** million
Sales 2021

Rest of the World



The markets in the “Rest of the World” segment also recovered during the financial year and achieved sales of CHF 568 million, equating to growth of 19.7%. Japan, China and Brazil have seen particularly strong growth. In the duty-free segment, the situation has improved slightly as travel activity is slowly picking up again, and we see potential for a return to normal levels in the medium term.

Australia

Our subsidiary in Australia, which is also responsible for the New Zealand market, achieved organic growth of 4.1% in the last financial year. As in many other markets, the Lindor product group was also the key growth driver, while Excellence suffered slight losses. Two recently launched products, Les Grandes and Caramel Squares, contributed to the growth. Australia was under stringent contact restrictions for a long time, and the retail sector remained largely closed. This caused a significant decline in sales in our Lindt Shops. However, the food retail business and the newly launched e-shop overcompensated for this effect. Lindor, in a variety of different packaging units, was particularly in high demand, and the gastronomy sector also posted successes.

South Africa

In the South African market, Lindt & Sprüngli generated an organic increase in sales of 15.1%, although the chocolate market as a whole was flat. We are the uncontested market leader in each of our three key product categories of pralinés, dark chocolate and hollow figures, and have now further extended our lead. Two items which we developed specifically for the South African market were very well received. To mark Heritage Day, a national holiday, we offered a special Lindor edition and a Hello City Edition of Hello products in special packaging designs

representing tourist attractions in major cities.

China

The Chinese market saw organic growth of 37.1%. This made Lindt & Sprüngli number 3 in the premium segment, having outperformed the market as a whole. An increased level of promotional activities regarding the Chinese New Year festivities supported further awareness of the brand in China. In addition, there were special promotions for regionally relevant events such as Singles’ Day and international festivals like Christmas – for example, an Advent calendar was included in our range for the first time. As before, the majority of sales come from the Lindor product line, but we are seeing increased demand for dark chocolate, which we are meeting with our Excellence range. In China, weddings are the main events for which Lindor products are purchased. Due to the pandemic these important occasions were either held on a much smaller scale or were postponed. Consequently, sales in this area declined. While online sales grew, bricks-and-mortar retail declined, but nevertheless we managed to gain market share in both bricks-and-mortar and online retail.

Brazil

Lindt & Sprüngli in Brazil recorded organic growth of 55.7%. The reopening of own shops after the pandemic had a particularly strong impact here. We

currently operate 58 of our own shops in Brazil, and these account for the majority of sales. In the financial year 2021, we terminated the collaboration with our exclusive retail distribution partner. Taking over the distribution structures offers huge potential for growth, allowing us to further expand sales via this channel.

Direct operation of all distribution channels generates important synergies and increases efficiency.

Japan

In the Japanese market, Lindt & Sprüngli recorded organic growth of 22.8%. Despite a challenging environment, nine new shops were opened, bringing the number of outlets up to 70. Lindt e-shops are using the new mobile app to link the loyalty scheme of Lindt’s bricks-and-mortar shops to the e-shops. This allows consumers to enjoy a seamless shopping experience across all sales channels. Backed up by various marketing activities and a strong customer loyalty program, this led to higher customer footfall in both bricks-and-mortar and online retail.

Duty-Free & Distributors



DUTY-FREE

The duty-free business, which Lindt & Sprüngli operates out of Switzerland, continues to be heavily dependent on the course of the pandemic. Nonetheless, the market organization achieved remarkable growth of 68.1% by the end of the year. While we are still a long way short of the sales of 2019, the year before the crisis, we significantly increased our share of this smaller market. Travel remained a challenge, and although there were occasional relaxations of travel restrictions, some countries remained completely closed for months. The sector as a whole has to be prepared for this volatile environment to continue, especially in Asia. During the year, as vaccination programs progressed, we saw an increase in tourist travel, primarily in Europe, the Middle East and America, which gives grounds for optimism.

DISTRIBUTORS

Smaller markets, where Lindt & Sprüngli does not operate directly, are managed by the organization Distributors. In 2021, we achieved organic growth of 17.1% via this distribution channel. The Asia region was the main driver of growth, to which the Lindor product line was the strongest contributor.

Lindt brand ambassador Roger Federer creating fine chocolate masterpieces at the Lindt Chocolate Boutique at Zurich Airport – his perfect stopover location.

Lindt

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Global Retail

In the Global Retail segment, the trends of the previous year continued: retail sales in our bricks-and-mortar shops had to continue to respond to the challenges posed by the pandemic but managed well in this volatile environment. At the same time, we saw a continuing clear upward trend in online retail. Across all channels, Global Retail generated sales of around CHF 585 million.



Europe Paris, France

The Lindt Chocolate Boutique in Paris delights chocolate fans every season with the exclusive premium range of the traditional Swiss company.

Europe La Roca, Spain

The new design of the Lindt Chocolate Shop invites to an unique shopping experience combining classic Lindt traditions with a modern design.



In the Global Retail segment, Lindt & Sprüngli manages all its own bricks-and-mortar shops worldwide, as well as digital direct sales activities (Lindt e-shops). This is organized under one roof, to ensure the aligned appearance of the Lindt brand and to exploit synergy effects across all channels. The sales generated in this segment are allocated to the national companies, and Global Retail thus also acts internally as a supporting service provider for the market organizations.

We now operate around 500 shops and are constantly opening new ones. Last year we did so mainly in Brazil and Japan, where we opened the new flagship store Omotesando in Tokyo. In addition, a new shop design was introduced in 30 of our stores, combining classic Lindt traditions with clear references to the Master Chocolatier. The shops do not only offer a Pick & Mix range of over 25 Lindor flavors, but also a gift range with personalization options, as well as exclusive products like the Crema Gelata ice cream. Despite various lockdown restrictions, strong growth with the bricks-and-mortar Lindt Shops were achieved, partly thanks to extremely strong Christmas business in all markets.

In the online chocolate sector, Lindt is one of the pioneers, which has paid off during the crisis. We aim to provide our loyal customers with a seamless shopping experience when switching between bricks-and-mortar retail and digital channels of all kinds. The main channels are our own e-shops, which are now operated in 18 countries. We also have online offers for corporate customers, who can order business gifts

from Lindt. You can even order Lindt products via a smart-phone app, and all these channels have an aligned look & feel appearance. Besides this rigorous brand management, the centralized organization of online retail enables highly professional handling of all background tasks and standard technological platforms, global content management, data analysis, performance marketing or cross-border management of international marketplaces.

The past financial year has confirmed that the pandemic has significantly accelerated existing retail trends. Consumers will not stop shopping online once lockdowns are no longer restricting bricks-and-mortar shopping. They have got used to it and will continue to order online in the future. Our previous investments in this omni-channel strategy have paid off, and we are working on the assumption that these distribution channels will continue to grow. Digital channels are becoming more important and more diversified, while at the same time increasing numbers of competitors are jumping on the bandwagon and the environment is becoming tougher. With over ten years of experience in the direct-to-customer business, Lindt is supremely well prepared not only to survive in this competition, but also to take on a leader role in the chocolate industry. As long as we offer our consumers an excellent shopping experience both online and offline, we will ensure long-term customer loyalty and enhance the value of the Lindt brand across all channels.



Europe Kilchberg, Switzerland

The largest Lindt Shop in the world is located at the Lindt Home of Chocolate. The exclusive product range and the largest Pick & Mix counter with 25 Lindor flavors are a unique brand experience, perfected by the courteous service of the Chocolate Advisors.

The largest
Lindt Shop
in the world



Chocolate fans can watch the Lindt Master Chocolatiers making fine chocolate creations.



The shop's highlights are especially popular at Easter. In the shop in Kilchberg, visitors have numerous opportunities to personalize gifts. Of course, a handwritten chocolate greeting created before their eyes at the Master Chocolatier counter is a clear favorite.

