

Lindt & Sprüngli unveils new Flagship Store in the heart of London

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London, March 21, 2025 – Lindt & Sprüngli, the globally renowned chocolate manufacturer, has opened its brand-new flagship store in London today, located beneath the iconic Piccadilly Lights.

To mark the momentous occasion, Lindt Global Brand Ambassador and former World Number One tennis player Roger Federer joined the celebrations, cutting the ribbon to officially open the store.

He was joined by Joel Burrows, CEO of Lindt & Sprüngli UK and Ireland, Adalbert Lechner, Group CEO, Ernst Tanner, Executive Chairman, as well as Lindt Master Chocolatier Stefan Bruderer, who held a chocolate masterclass while Roger Federer did a meet and greet with Lindt's biggest fans.

Excitement has been building for the opening of this enchanting new store since it was first announced in November 2024, and from today, chocolate lovers from across the country and beyond were invited to step inside for an unforgettable experience.

The stunning new store boasts a range of exclusive features and indulgent offerings, including:

- The largest Lindt Truffle Pick & Mix in the UK: A paradise for chocolate enthusiasts, offering the widest selection of Lindt and LINDOR flavours to satisfy every craving.
- UK's first Lindt Master Chocolatiers: Three classically trained chocolatiers crafting fresh chocolate in-store, showcasing their expertise and passion for chocolate-making.
- Introducing the Lindt Choco Barista: Barista-style freshly crafted coffee specialties, indulgent hot chocolate, milkshakes, and Lindt's signature CREMA GELATA ice cream.
- Exclusive gifts and souvenirs: A curated collection of London-themed chocolates and keepsakes, including beautifully designed tins and packaging featuring iconic landmarks such as Big Ben, Tower Bridge, and the London Eye.
- Personalised gifting: Shoppers can customise LINDOR truffle boxes, gift tags, and ribbons with the help of Lindt's expert gifting concierge team.
- Show-stopping window displays: A breathtaking London skyline filled entirely with LINDOR truffles, welcomes visitors to the store.
- Lindt Dubai Style Chocolate: Following a sell-out launch in December 2024, the Lindt Dubai Style Chocolate has returned to shelves this week, including Piccadilly Circus. Combining pistachio nuts, crunchy Kadayif pastry and milk chocolate, the bar was created following the growing viral flavour trend for Dubai chocolate in 2024.

It doesn't stop there. To celebrate today's opening, the first 200 customers who spend £10 or more will receive an exclusive goodie bag filled with delicious Lindt treats.

Of the store launch, Roger Federer, said: "I've been a proud Lindt ambassador for many years, and it's a pleasure to be here today to open this beautiful store. Lindt's dedication to craftsmanship, passion, and innovation is something I've always admired, and I hope everyone who visits enjoys the experience — and, of course, the chocolate."

Commenting on the store opening, Joel Burrows, CEO of Lindt & Sprüngli UK and Ireland, said: "This flagship store represents a major milestone for Lindt & Sprüngli in the UK, and we are delighted to finally welcome customers inside. To have Roger Federer here for the opening is a truly special moment – he truly embodies the Swiss premium quality that is at the heart of Lindt - and we can't wait for everyone to experience the magic of Lindt in the heart of London."

Whether you're looking to indulge in your favourite chocolates, find the perfect gift, or immerse yourself in a world of sweet delights, the Lindt flagship store located below the iconic Piccadilly Circus lights, is now open and ready to welcome visitors.

Photos of the event can be found [here](#).

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About Lindt & Sprüngli

Lindt & Sprüngli has been enchanting the world with chocolate for 180 years. The long-established Swiss company with its roots in Zurich is a global leader in the premium chocolate product sector. Lindt & Sprüngli produces quality chocolates today at its 12 factories in Europe and the USA. Its products are sold by 38 subsidiaries and branch offices in around 560 of its own stores as well as via a network of more than 100 independent distributors around the globe. With around 15,000 employees, the Lindt & Sprüngli Group reported sales of CHF 5.47 billion in 2024. Our commitment to contributing to a more sustainable tomorrow is a key element driving the company's actions and ambitions. For the responsible sourcing of its most important raw material cocoa, the company launched its own program in 2008: the Lindt & Sprüngli Farming Program.