

Lindt strengthens Zurich hub presence with upgraded retail island



Interactive technology and exclusive product launches highlight Lindt's latest investment in its partnership with Avolta and Zurich Airport

Lindt & Sprüngli has unveiled an upgraded 57-square-meter retail island at Zurich Airport, reinforcing its position as the leading chocolate brand at Switzerland's busiest aviation hub. The development marks a significant milestone in the decade-long Trinity partnership between Lindt, Avolta and Zurich Airport.

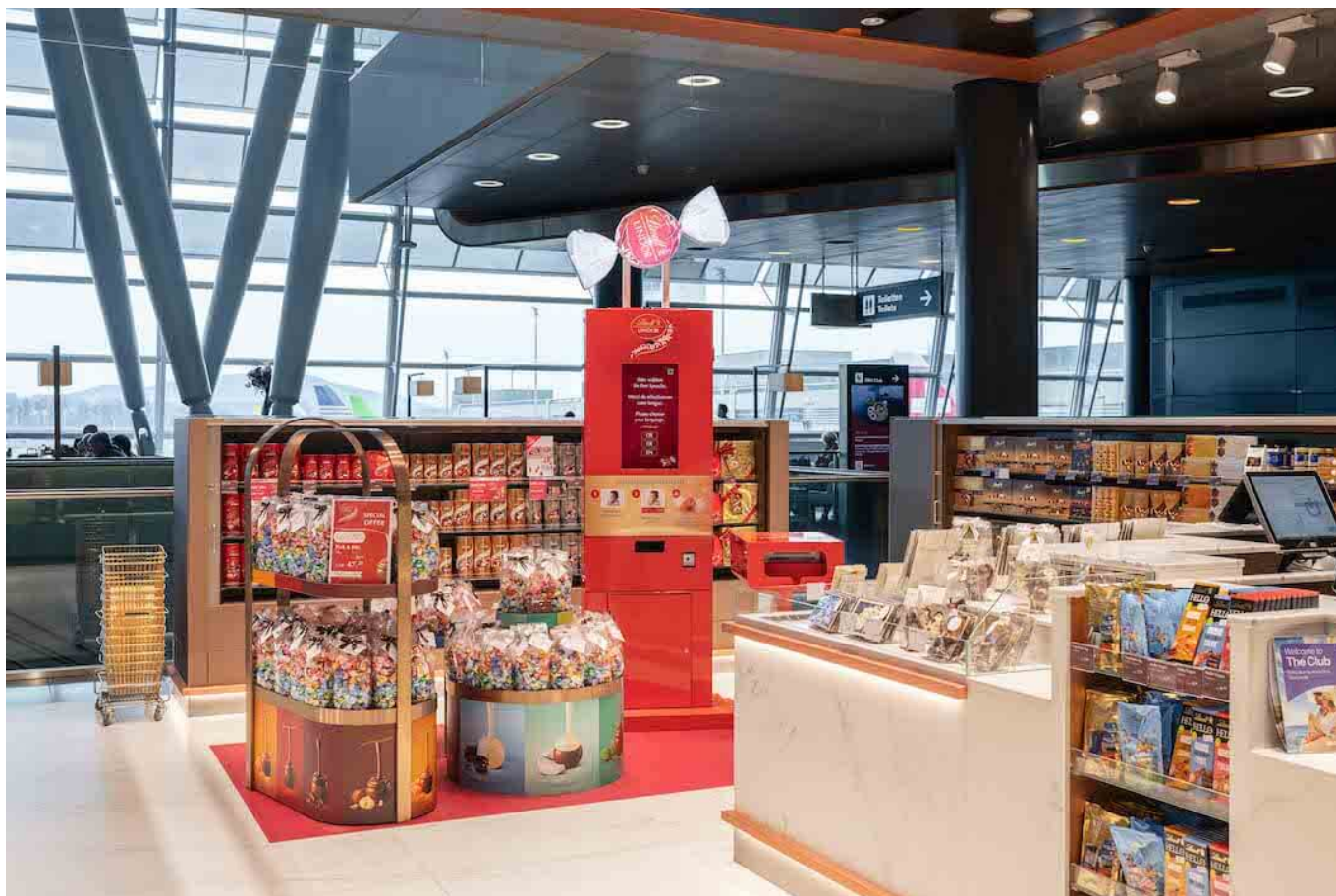
The enhanced space emphasizes shopper engagement through innovative features, including the LINDOR Smile Machine - an interactive photobooth that combines customer experience with sampling. When travelers smile at the machine, it captures and prints a souvenir photo while dispensing a chilled LINDOR truffle, aligning with the brand's promise of delivering moments of happiness.



Michael Defauw, Head of Global Key Accounts & Europe Sales, Lindt; Anja Joos, Head of Retail Airside, Zurich Airport; Peter Zehnder, Head of Global Travel Retail, Lindt; Michael Bruderer, Operations General Manager Zurich, Avolta

Product exclusivity plays a central role in the retail strategy. The island's launch featured 200 Dubai Chocolate tablets, a travel retail exclusive that sold out within four hours, building on the momentum generated by its initial release at the airport's Lindt Boutique.

The space offers the largest assortment of Lindt products in global travel retail, featuring iconic collections like LINDOR and Swiss Masterpieces alongside innovations such as Lindt Choco Wafers. The Gruezi range and LINDOR Pick n Mix are prominently featured, while fresh chocolate from the nearby Lindt Boutique adds another premium element to the offering.



The shopping experience features the LINDOR Smile Machine, where travelers can snap a souvenir photo and receive a chilled chocolate truffle simply by sharing a smile

“Zurich Airport is a strategically key location for Lindt in travel retail where we aim to deliver the ultimate expression of the Lindt brand and bring to life our mission: to enchant the world with chocolate,” says Peter Zehnder, Head of Global Travel Retail at Lindt & Sprüngli. “Our upgraded Lindt Retail Island is a perfect complement to the Lindt Boutique at Zurich Airport, offering shoppers the opportunity to explore a broad range of our iconic chocolates in a premium, engaging space. We’re delighted to strengthen our leadership in premium chocolate at our home airport and to continue partnering with Avolta and Zurich Airport to deliver more memorable Lindt moments.”