

Global Retail

For the tenth consecutive year, Global Retail achieved double-digit sales growth, with an increase in 2019 of +11.8% (adjusted for currency exchange rates) to more than CHF 600 million.

Since its establishment in 2009, Global Retail has been an ongoing success story. Lindt, Ghirardelli, Russell Stover, and Caffarel shops can now be found in 500 prime sites across the globe. Year after year, the strategy of establishing our own network of international shops to support and consolidate the brands' values and positioning in the premium segment has paid off. The Group's own shops now offer over 80 million visitors a year an exceptional brand experience and thus provide a major contribution to Group sales.

During the reporting period, the expansion of our own shop network concentrated on Boutiques in upmarket shopping malls with a high footfall, as well as openings in carefully selected tourist destinations. The new shops in prime city

center locations in Interlaken, Amsterdam, Strasbourg, Budapest and Moscow are just some of the new hotspots attracting chocolate lovers from all over Europe. One of the special highlights in 2019 was the opening of the Lindt Boutique in Frankfurt, setting a new trend with an innovative shop design. In Japan alone, chocolate fans were able to visit 10 new shops for their special chocolate experience. In the USA, the world's biggest chocolate market, the new Lindt Boutique in Boston made a splash with its new global shop design and chocolate creations made fresh daily.

In Lindt's own shops, the Lindt brand is presented in an exclusive atmosphere and the design has an unmistakable signature. The shops offer a huge selection of the popular classics Lindor and Excellence, exclusive products and seasonal chocolate creations which continually delight chocolate lovers. Lindt fans can also find the perfect gift for any occasion. In some shops, their gifts can be personalized, and they can watch the Master Chocolatiers at close quarters as they produce their exquisite creations or enjoy Lindt Drinks at the chocolate bar. Comprehensive staff training as "Chocolate Advisors" therefore continues to be a strong focus every year, so as to make the most of the visitor's premium shopping experience. The intention is for every visitor to leave the shop with a smile.



Europe Strasbourg, France

At the "Chocolate Bar" in the new Lindt Shop in Strasbourg, travelers can relax with a creamy Lindt ice cream or chocolate drink.

Europe Frankfurt, Germany

Right on time to celebrate Lindt & Sprüngli's 175th anniversary, the new Lindt Boutique opens in Frankfurt with an innovative shop design.



Europe Interlaken, Switzerland

In the Lindt Shop in Interlaken, the right chocolate gift can be found as a souvenir from Switzerland for those at home.



North America Boston, USA

The new Lindt Shop in Boston delights visitors with freshly produced chocolate creations.

