

Global Retail

The success story continues. With a strong double-digit growth, Global Retail achieved an important milestone by recording sales worth half a billion Swiss francs in 2017.

Since Global Retail was established in 2009, our own Boutiques and Chocolate Cafés have experienced uninterrupted success. The strategic expansion of our own retail network was continued in 2017 too, making a consistently important contribution to Lindt & Sprüngli's positioning in the premium segment and to its overall result. The Lindt, Ghirardelli, Russell Stover, and Caffarel Shops can now be found at over 410 top locations throughout the world and, in the past year alone, have offered a unique chocolate experience to over 60 million visitors.

In the financial year, the target of opening 30 Shops a year was considerably exceeded with over 50 new locations. The expansion of Global Retail progressed particularly well in Europe, Canada, Japan and South Africa, with the umbrella brand Lindt focusing on the Boutique concept in luxury shopping centres or inner-city locations with high traffic. With a special shop design and an impressive selection of exclusive products, the brand showcases the full variety of the premium range.

As well as the greatest selection of bestsellers, such as 20 different varieties of Lindor or the Excellence bars, selected Lindt Shops are also following the trend towards individualized products and offering personalized chocolate gifts. Lindt Master Chocolatiers, who create masterpieces on site, are also used in certain shops to give customers a close-up chocolate experience.

The new openings included highlights in the inner-city areas of Berlin, Vienna, Milan, and the flagship store in Florence. New Shops have been opened in popular shopping centers in Toronto, Hiroshima, Madrid, Prague and Warsaw.

Besides the new Boutiques in prime locations, service in the Shops is particularly key for their premium character. Which is why the service and product trainings of the employees, the so-called Chocolate Advisors, is the main focus to perfect the brand experience.



NAFTA
Interior view of the Lindt Shop in
Scarborough Town Centre, Canada.



Europe
Exterior view of the Lindt Shop at the Kärntnerstrasse in Vienna, Austria.



Europe
Above: Interior view of the Lindt Shop at the Bluewater Shopping & Retail Destination in Ashford, Kent, UK.



Rest of the World
Left: Interior view of the Lindt Shop in Hiroshima, Japan.



Europe
Interior and exterior view (right) of the newly opened Lindt Shop in Florence, Italy.

