

## Roger Federer on a secret chocolate mission in the Lindt Shop Basel

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### Press Release

**Kilchberg, October 27, 2018 – LINDT brand ambassador Roger Federer went on a secret chocolate mission in his home town of Basel during a short tournament break. The world-famous tennis star paid a visit to the recently opened LINDT chocolate boutique in Basel to reward himself with his favorite LINDOR mix after a successful kick-off to the tournament.**

Arriving at the shop, he was spoilt for choice between popular LINDT classics and exclusive chocolate creations only available in the LINDT boutique. As a fan of LINDOR, he put together a mix of 20 different LINDOR truffles at the four-metre-long Pick & Mix bar. The welcome sweet distraction to the routine of the tournament delighted not only the tennis star himself but also the LINDT employees and customers in the shop, who were bowled over by the visit of the likeable brand ambassador. It goes without saying that Roger Federer took time out for auto-graphs and a group photo, which will serve as a constant remind for the team in Basel of this special LINDT moment.

After his brief excursion to the paradise for chocolate lovers, Roger Federer returned to the tennis court full of energy.

### **Pictures from the shop visit are available to download:**

<http://media.pprmediarelations.ch/Lindt+Spruengli/Roger+Federer/Besuch+Lindt+Shop+Basel+27.10.2018>

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### **About Lindt & Sprüngli**

Lindt & Sprüngli is the world's leading supplier of premium chocolate and can look back at a tradition dating back almost 175 years which started in Zurich. Quality chocolate by Lindt & Sprüngli is currently manufactured in 12 of the company's own production sites in Europe and the USA. It is sold by 25 subsidiaries and branches, in more than 410 of the company's own stores and via a network of more than 100 independent distributors around the world. With a workforce exceeding 14,000 employees, the Lindt & Sprüngli Group generated sales of CHF 4.1 billion in 2017.

### **Group Communications**

Tel.: +41 44 716 24 86

E-mail: [media@lindt.com](mailto:media@lindt.com)