

PRESS RELEASE from Good Chocolate Hub and Salon des Chocolatiers

Zurich, January 18, 2024

For all chocolate lovers! Zurich invites you to a chocolate-filled weekend on March 23rd and 24th!

A week before Easter, two organizations are planning a chocolate-themed weekend in Zurich that will tantalize the taste buds, warm the heart, and engage the mind. On Saturday, March 23rd, the second edition of Die [Schoggi-Rallye©](#) will take place, followed by the third edition of the [Schoggifestival ehrundredlich](#) on March 24th.

For one weekend, Zurich transforms into a chocolate metropolis. With the exciting **Die Schoggi-Rallye©** and the highly anticipated **Schoggifestival ehrundredlich**, organizers **Lise Luka and Andrea Hüsser** promise an unforgettable experience for all chocolate lovers. A unique program featuring local and Swiss chocolate makers will showcase their creative works, emphasizing both aromatic pleasure and the traceability of the cocoa used, as well as fairer prices. Visitors can explore chocolate creations specially crafted for the event, participate in workshops, attend lectures, and indulge in tastings. The Die Schoggi-Rallye© spans multiple locations in the city center, allowing participants to embark on a chocolate journey through Zurich. The Schoggifestival ehrundredlich will take place at Mühle Tiefenbrunnen, where families and chocolate enthusiasts can enjoy "honest and fair" chocolates, hunt for Easter eggs, and critically evaluate their favorite chocolates in a warm and festive atmosphere.

Lise Luka of Die Schoggi-Rallye© (Salon des Chocolatiers) and Andrea Hüsser of Schoggifestival ehrundredlich (Good Chocolate Hub) are the two organizers and look forward to welcoming chocolate enthusiasts from near and far for this special weekend entirely dedicated to chocolate. Immerse yourself in the sweet world of chocolate, experience unforgettable moments of pleasure, and learn more about responsible chocolate practices!

Saturday, March 23: Die Schoggi-Rallye© throughout the city of Zurich, featuring both chocolatiers and "bean-to-bar chocolate makers." E-Passports are available for purchase on our ticketing platform, which will be online starting Saturday, February 27th, at 10:00 AM until March 22nd at midnight.

Sunday, March 24: Schoggifestival ehrundredlich with the chocolate market, a stage, workshops, and tastings at Kulturareal Mühle Tiefenbrunnen, Zurich. [Early bird tickets](#) are already available. On February 21st, a charity chocolate tasting will be held online (in German), and registrations are open until January 31st.

For more information and media inquiries, please contact:

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About the [Schoggifestival ehrundredlich](#):

Good Chocolate Hub organizes the Schoggifestival ehrundredlich, an annual event showcasing a new generation of cocoa and chocolate producers, NGOs, and research institutes while combining pleasure with responsibility. 24.3.24, from 10 AM to 5 PM at Kulturareal Mühle Tiefenbrunnen, Zurich. [Early bird tickets](#) are available until February 4th. [Registration](#) for the charity chocolate tasting on 21.2.24 is open.

About [Die Schoggi-Rallye©](#):

Die Schoggi-Rallye©: Created in 2015 originally to celebrate World Cocoa and Chocolate Day, the Chocolate Rallye© raises awareness about sustainability by offering tastings of chocolate creations and bars made by talented chocolatiers.

Equipped with their e-passports, chocolate lovers embark on a playful and delicious stroll through the city from 9:30 AM to 5:00 PM, discovering chocolatiers and their chocolates.

The public votes for their favorite chocolatier, and an expert jury rewards the best chocolatier of the Rallye. A contest allows the public to receive chocolate gifts. **Online ticket sales start on Saturday, February 27th, on the website www.salondeschocolatiers.com.**