

**Lindt to introduce new limited edition
spring chocolate drink on April 2!
The new chocolate drink intricately blends
Lindt's signature milky white chocolate with the
pleasant bitterness and deep aroma of matcha**

Established in Switzerland in 1845, Lindt and its premium chocolate has been loved by people in over 120 countries across the world. On April 2 (Mon), Lindt & Sprüngli Japan (represented by André Zimmermann, headquarters located in Ginza, Chuo-ku, Tokyo) will begin offering a new limited edition spring chocolate drink, the "Lindt White Chocolate Rich Matcha Ice Drink."



<Lindt White Chocolate Rich Matcha Ice Drink>

From spring to early summer each year, Lindt offers its popular seasonal matcha beverage, the "Lindt White Chocolate Matcha Ice Drink" in the Lindt Chocolat Cafés. This year, Lindt is introducing the "Lindt White Chocolate Rich Matcha Ice Drink" with twice as much matcha as before, bringing to life a deeper, richer flavor of matcha.

Lindt has intricately blended the gentle sweetness of its signature milky smooth white chocolate with matcha's pleasant bitterness and aroma to create a not too sweet, slightly bitter, refreshing ice beverage.

On each chocolate drink, Lindt's iconic flowing chocolate decoration is hand drawn with matcha white chocolate, and topped with light and airy whipped cream, matcha sauce, matcha powder and white chocolate copeaux. In Ginza, the decadent beverage will also be garnished with a crispy matcha sprinkled macaron cookie.

- Lindt White Chocolate Rich Matcha Ice Drink

Price: Ginza, served in a glass for eating in 1,388 yen (tax inclusive)

Non-Ginza stores, served in a to go cup 772 yen (tax inclusive)

(In Jiyugaoka, the beverage will be served in a glass for eating in)

Dates: April 2 (Mon) to May 31 (Thurs), 2018

*Available while supplies last.

Stores: In all Lindt Chocolat Cafés



<Lindt Délice Matcha>

The "Délice" is a popular macaron with a creamy Lindt chocolate ganache filling you would expect from a chocolatier. At our Lindt Chocolat Cafés (excluding those in outlet malls), we are also offering another taste of Japan, the "Lindt Délice Matcha," which has a white chocolate matcha filling with azuki in the center.

- Délice Matcha

Price: 302 yen each (tax inclusive)

Stores: In all Lindt Chocolat Cafés, excluding those located in outlet malls



<Lindt Délice Set>

At Lindt Chocolat Cafés (excluding the Ginza store and those in outlet malls), Lindt is offering Délice Sets, which includes a beverage of your choice and 2 types of Délices. We highly recommend the "Lindt White Chocolate Rich Matcha Ice Drink" and "Lindt Délice Matcha" combination.

- Délice Set

Price: Beverage of your choice and 2 délices 1,080 yen - 1,296 yen (tax inclusive)

Period: April 2 (Mon) to May 31 (Thurs), 2018

*Available while supplies last.

Stores: In all Lindt Chocolat Cafés, excluding Ginza and those located in outlet malls



<About Lindt>

Lindt is a premium chocolate brand founded in Switzerland in 1845 that has long been loved by people in over 120 countries worldwide. The brand name, Lindt, comes from Rodolphe Lindt, the inventor of the "conching machine" that gave birth to the now widely recognized, lusciously smooth chocolate.

The founder of Lindt & Sprüngli AG, David Sprüngli worked as a pastry chef in a small pastry shop in Zurich. He became the owner of the pastry shop in 1836 and began making chocolate in 1845.

In 1899, Lindt and Sprüngli merged. Sprüngli was widely acclaimed for his handmade chocolate and Lindt brought with him his "conching machine" that revolutionized the chocolate industry. By joining forces, they brought to life the finest quality chocolate with their exceptional technology.

Since then, the passion for chocolate has been carried forward for 170 years by Lindt's maître chocolatiers. By managing the entire supply chain from the procurement of cacao bean to the production of the final product ourselves, we continue to surprise and delight chocolate fans all around the world with high quality, aromatic, melt-in-your-mouth chocolate.

<http://www.lindt.jp/> (Lindt Japan website)

<http://www.twitter.com/LindtJapan> (Official Twitter account)

<http://www.facebook.com/LindtJapan> (Official Facebook page)

http://instagram.com/lindt_chocolate_japan (Official Instagram account)