



Bruns and the Maison Cailler Chocolate Factory.

A visit to a chocolate factory is a dream for every chocolate lover. In the Swiss Broc, this dream can become real at Maison Cailler, the oldest chocolate producer in Switzerland. Together with Tinker, Bruns realised a renovated brand experience. Tinkers goal was to improve the brand experience, both in the realisation and on the content level. A Choco guide, a smart audio system (in eight languages) a quiz and a spectacular multi-media show makes a visit to the Maison Cailler chocolate factory for young an old more than worth it.



photography: Mike Bink

Authority

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Location

Broc, Swiss

Surface area

700 m²

Anyone who, upon entering, glimpse into the hall of Maison Cailler, cannot doubts about the place where he or she has fallen. Chocolate as far as the eye! In the chocolate factory of Maison Cailler all senses are immersed in the wonderful world of chocolate. Eyes discover the mysterious Aztec cocoa ceremonies, ears hear an interesting story about the creation to the brand, hands feel the roasted cocoa beans and noses follows a continuous smell of fresh chocolate. This all happens during the journey from cocoa plantation to chocolate tasting. Real chocolate professionals tell about their work: the farmer, the driver, the buyer, the product developer. Life-size animations an unique glimpses of the factory bring science and the magic of chocolate-making even closer.

Finally, it's the flavor's turn, because what would a chocolate factory be without a real tasting room, where everyone can enjoy the beauty of Maison Cailler. From the most basic mica bars to pralines, it's all there!

The chocolate factory of Maison Cailler is a paradise for lovers of chocolate.



BRUNS

Maison Cailler

Destination

Brand experience

Type of exhibition

Permanent

Project director

Maarten Taborsky

Design

Tinker Imagineers

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Start

October 2014

Delivery

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