

# *EACH ONE is unique*

*Chocolate bunnies sold all over the world  
are given their looks in the small Bavarian  
town of Glonn.*

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Each chocolate bunny has its  
own unique shape and face.  
But they're all cute enough to  
eat.







They're hiding behind a white metal door. A quick tap on the light switch, the neon lights on the ceiling flicker on, and they are revealed: chocolate bunnies as far as the eye can see – or rather, their models. What is on the shelves here at the Hans Brunner firm in Glonn serves as a model for chocolate factories all over the world. Now you might think that it's actually quite obvious what a chocolate bunny looks like: its distinctive features are long ears, large eyes and a constant smile on its face. However, a walk along the rows of shelves at Hans Brunner quickly makes it clear that, in fact, no two are alike. Sometimes the bunnies are small with elaborate ornamentation, sometimes they are spherical with a large belly and a small head, while others have drooping or erect ears. Draughtsman Anton Asanger is one of the staff responsible for the chocolate bunnies' appearance. He has been working at Hans Brunner for over ten years, designing international models for chocolate moulds. "We produce around 1,000 designs a year, but that's for our entire range – not just the chocolate bunnies.

"Chubby chocolate bunnies with a friendly smile are especially popular."

A clay model shows what the chocolate bunnies will look like later on.



With the bunnies, it's mainly minor adjustments that we have to make. We also create the models for the chickens and bells that are sold in France at Easter, or Easter bilbies for Australia," he tells us as he takes us to his workbench. At his desk, his first move is immediately to pick up a piece of paper: "It all begins with the drawing," he says, and in just a few minutes he has sketched a cheerful bunny with a toothy smile. What the chocolate bunnies should look like varies from customer to customer. Some have specific requirements in terms of appearance, others just tell him how heavy the finished bunny should be. This information is particularly important and needs to be taken into account at the design stage. And because the chocolate bunnies are mostly hollow inside, their walls must not be too thin.

To illustrate the process more clearly, Anton Asanger then moulds some brown modelling clay, using fine tools to copy the rabbit's facial features from the drawing. The bunny already looks good enough to eat. Its large eyes are particularly striking and absolutely in keeping with current trends; after all, even a classic like the Easter bunny changes over the years, even if only minimally.



More than 1,000 chocolate moulds a year are designed at Hans Brunner in Glonn, Bavaria. In addition to the Easter bunnies, moulds are made here for chocolate manufacturers from all over the world.

