

ZUCKERL WERKSTATT
WIEN · SALZBURG

CANDY PAPER

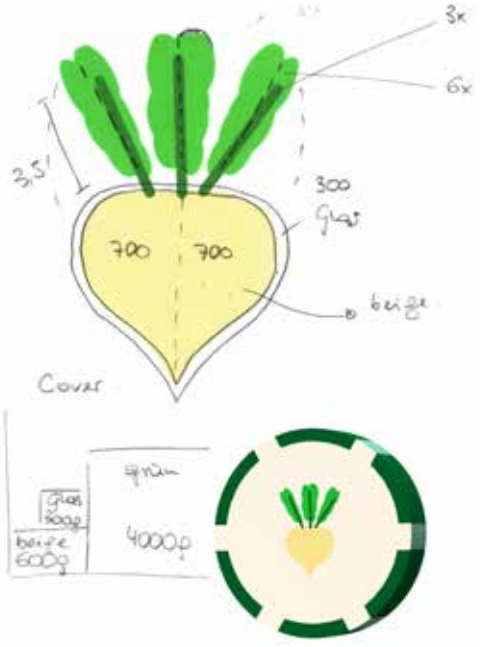
N° 4 - 2026

In the heart of Vienna and Salzburg we create handmade candies in small batches. Freshly cooked, pulled and cut by hand. Many of our traditional varieties are based on recipes passed down since 1895. And yes — you are very welcome to watch.

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Every sweet we make starts with a plan

A logo, a word or simply an idea – almost anything can become a motif. Turning it into a sweet, however, is a science in itself.



Sugar from sugar beets is nothing unusual for us. But when we were asked to do it the other way round and make a sugar beet out of sugar, we couldn't resist.

Before a motif finds its way into one of our sweets, there is quite a bit of drawing, calculating and careful planning to be done. After all, turning an idea into an image made of sugar just a few millimetres tall takes more than a steady hand.

It usually starts with a request from one of our customers: a logo, a word, a symbol or sometimes simply an initial idea. Together, we discover what can be crafted from it, carefully developing the concept for bringing the motif to life within the candy.

Then the idea becomes a plan. Colours are chosen, shapes simplified and every detail translated into something that can be assembled from individual strands of sugar. You always have to think ahead: what looks large and almost abstract while we are working on it will later be reduced to just a few millimetres.

And that is exactly what makes our personalised sweets so special: the motif is the sweet itself. It is built by hand from sugar and runs all the way through every single piece.

An idea becomes something you can give, share – and, eventually, eat.

A common language

Austria, Belgium, Germany, Liechtenstein, Luxembourg and Switzerland share more than one might think. The German language, for one – and, more recently, a sweet. For a gathering of the heads of state of the German-speaking countries, we were asked by the Austrian Presidential Chancellery to bring the flags of all six nations together in a jar of sweets. And so our sweets became little ambassadors for presidents, a king, a prince and a grand duke.
A common language can take many forms, after all.



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All the things a Zuckerl can be



A reason to celebrate

You're never too old for a birthday. And what better way to celebrate than with a jar of sweets filled with balloons, presents, party hats and tiny cupcakes with candles? With blackberry & lime, passion fruit & lemon, apricot & elderflower, blueberry & chocolate, and orange & pear, the next year of your life is surely off to a good start.

Local roots

Every one of our sweets starts with sugar. We use Wiener Zucker exclusively, made from sugar beets grown in Austrian fields and processed right here in Austria. So every sweet contains a little piece of local agriculture, too.
And we think that's pretty sweet.

A little test of patience

Our Wiener Karamell is not for those in a hurry. It slowly softens, melts on the tongue and reveals its flavours little by little. Just the way we like it.
The real test of patience comes afterwards, though: how long can you wait before unwrapping the next one?

An experience

A visit to our show production is a chance to see the craft in action. At our show production near Albertinaplatz in Vienna (Führichgasse 3), you can join a 90-minute demonstration and watch a traditional motif sweet being made by hand, while learning all about the craft and how our candies are made.

Frightfully sweet

Trick or treat? For us, the answer is pretty clear. At Halloween, ghosts, pumpkins and spiders take over our candy jars – spooky, playful and guaranteed to be sweet.
The scariest part? How quickly the jar is empty again.

1010 Vienna, Führichgasse 3
Shop, live candy-making & guided tours

1010 Vienna, Herrengasse 6–8
Shop & caramel production

5020 Salzburg, Wiener-Philharmoniker Gasse 3
Shop & live candy-making



Rock Candy • Silk Candy • Fruit Jelly • Drop Roller Candy • Crystal Candy Drops • Heller Edition • Viennese Caramel • lollipops • candy canes

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