

„Bei uns ist immer was los!“

ADVENTZEIT—PERIOD OF TIME BEFORE CHRISTMAS

THE ADVENT CALENDAR'S SWEET HISTORY

A surprise behind every door



The first Advent calendars with little doors made their debut on the market in 1920. Behind every door was a picture or Bible verse. During Nazi rule, fairytale figures or Germanic gods replaced the Christian symbols in order to separate Christmas from its religious background.

Mass production



From the 1950s onward, the Advent calendar became affordable as a mass-produced product. Behind the doors, little photos with snow-covered villages and landscapes or religious motifs could be found. Some calendars contained chocolates or other sweets. The calendar pictured here is from 1965.