



March 2018

**THE VILLAGE says thank you!**  
**Final press report on the 2018 Nuremberg**  
**Whisk(e)y-Trade Fair**

**Nuremberg has asserted its status as the European capital of the whisk(e)y scene: the 2018 THE VILLAGE Whisk(e)y-Trade Fair was able to demonstrate growth in all sectors. In addition to whisk(e)y fans from the region, professional buyers and experts from all over Europe came to THE VILLAGE to discover rarities and new products and to immerse themselves in the special flair of the Nuremberg Whisk(e)y Trade Fair. The PUEBLO DE RON R(h)um-Trade Fair established itself as an accompanying event and was well attended.**

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**Nuremberg** – The sixth Nuremberg Whisk(e)y-Trade Fair was able once again to prove its positive status in the European whisk(e)y scene. With 16,900 visitors, more people interested in whisk(e)y than in previous years came to investigate the offer that had again increased, and in this way brought positive results for the 2018 Nuremberg Whisk(e)y-Trade Fair. The approximately 80 importers and producers appreciated the expert and eager-to-buy public at THE VILLAGE. Through the trade fair's ambience with a pub, a small market with lifestyle products and live music, THE VILLAGE was in 2018 once again a convivial meeting place for the European whisk(e)y scene.

**All nuances of the golden water**

Whether mild, fruity, peaty or smoky, whether Bourbon or Scotch, whether from the whisk(e)y island of Islay, from Ireland, Belgium, Japan or the USA – the range of whisk(e)y sorts offered at THE VILLAGE was as usual broad, and the Bavarian distilleries also presented their offers at THE VILLAGE. Various high-quality whisk(e)y, such as the exclusive THE VILLAGE special edition.

This and further special bottlings covered all nuances of the popular spirit and were sold out very quickly.

### **Growing internationality at THE VILLAGE**

The event once again showed its international flair; producers and importers from all over Europe came to Nuremberg to present their products. Both major importers and master distillers from various European distilleries came personally to the trade fair. THE VILLAGE has meanwhile also become a fixed date in the annual calendar of whisk(e)y traders and fans from all over Germany. The approximately 30 master classes of THE VILLAGE 2018 in which rarities and specialities were presented were thus also well attended. Here it is not just about getting to know the various whisk(e)y sorts, but also about making personal contact with the people behind the whisk(e)y who present their distilleries and work processes to the visitors at THE VILLAGE.

### **Experts, fans, restaurant owners and interested people – the visitors to THE VILLAGE 2018**

Visitors to THE VILLAGE sometimes travel a long distance to attend the Nuremberg Whisk(e)y-Trade Fair; 40 per cent of the visitors thus came to Nuremberg from a distance of more than 100 kilometres away. Through the connection with the trade fair “Freizeit, Touristik & Garten”, new target groups of whisk(e)y fans are reached, but restaurant owners and hoteliers also utilize THE VILLAGE to make direct contact with traders, to discover new products for their drinks menu or gain information in the master classes.

### **Rarities, new products and the future of whisk(e)y**

The “New Spirit Area” brought distillers with their “New Makes” to THE VILLAGE for the first time and presented the future of whisk(e)y to the visitors. The young distillers from Scotland, Belgium and Germany were very satisfied with the resonance, for the Nuremberg public showed great interest in the whisk(e)y of tomorrow. Further young distillers have already announced their participation next year in order to show the public which whisk(e)y from Scotland, Ireland, Belgium and Germany will be coming on to the market in the next few years.

The exclusive pre-opening of THE VILLAGE 2018 was already sold out less than three months prior to the trade fair. 2,500 visitors had the opportunity of discovering the rarities and offers of

the 80 importers and traders before the official start of the trade fair.

### **Accompanying event: Nuremberg R(h)um-Trade Fair**

The accompanying PUEBLO DEL RON R(h)um-Trade Fair has developed further and this year presented visitors with an additional seminar offer. In a relaxed atmosphere many visitors made use of the opportunity of gaining information on the various facets of r(h)um and tasting it. With more than 150 sorts the PUEBLO DEL RON covers all facets.

### **Save the date: THE VILLAGE 2019 on 2 and 3 March**

The next Nuremberg Whisk(e)y-Trade Fair takes place on 2 and 3 March 2019 in the Nuremberg exhibition centre and again runs parallel to the trade fair "Freizeit, Touristik & Garten" (27 February to 3 March). The PUEBLO DEL RON R(h)um-Trade Fair will also be accompanying THE VILLAGE 2019 once more. Advance booking for tickets to the exclusive pre-opening begins on 1 March 2019 in summer at [www.whiskey-messe.de](http://www.whiskey-messe.de).

Admission to the Nuremberg Whisk(e)y-Trade Fair is permitted only from the age of 18 years. Further information at [www.whiskey-messe.de](http://www.whiskey-messe.de).

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