

Whisk(e)y - Trade Fair Nuremberg

THE VILLAGE

— ESTABLISHED 2013 —



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Welcome to the Village

The flavour of whisk(e)y is determined by various influencing factors: the quality and pro-



cessing of the barley, the source and hardness of the water, the distilling process, the barrel

used, the storage and above all time play a large part in the development of the flavour, the finish of the whisk(e)y. Just as the components and production of the whisk(e)y determine its flavour, in the same way the flair of an event is influenced by various factors.

The Nuremberg Whisk(e)y Trade Fair, THE VILLAGE, is characterized by its wide assortment and authentic ambi-

ence. Not only is it one of the largest whisk(e)y trade fairs of its kind in Europe, but also the congenial meeting place of the European whisk(e)y scene. Approximately 80 importers and distilleries cover the spirits range with more than 2,000 whisk(e)y sorts and bring along the stories and people involved with the individual whisk(e)y sorts to the trade fair.

The scene meets in Nuremberg!

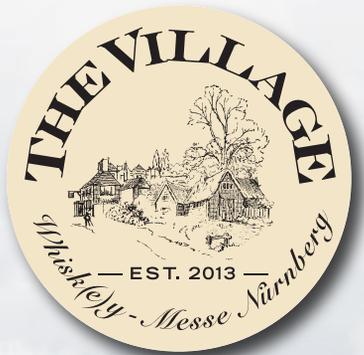
Ambassadors, Masters and Keepers of the Quaich, experts, distributors, restaurant proprietors, barkeepers and passionate fans of the liquid sunlight come to Nuremberg, the secret whisk(e)y stronghold of Germany. Visitors can explore the world of whisk(e)y, not least through the basic seminars and master classes in which there are contemporary fillings and rare sorts. Although THE VILLAGE is primarily all

about whisk(e)y, there are also a number of other things to discover: the setting of a typical village with a market place, live music daily and typical British-Irish food make THE VILLAGE an event to be experienced. Corresponding products such as lifestyle articles, fashion and accessories as well as

hand-tailored tweed clothing and kilts will introduce the Scottish-British-Irish lifestyle



to Nuremberg and round off the charm of THE VILLAGE.



The whole world of whisk(e)y

The scene meets for two days every Spring at the Whisk(e)y Trade Fair in Nuremberg, whereby the evening beforehand with the exclusive pre-opening is the actual highlight of the trade fair. Connoisseurs have the opportunity of acquiring a few rare sorts in advance and immersing themselves in the atmospheric ambience of the Whisk(e)y Trade Fair

in Nuremberg before it officially begins. THE VILLAGE has taken place every year since 2013 in the Nuremberg exhi-

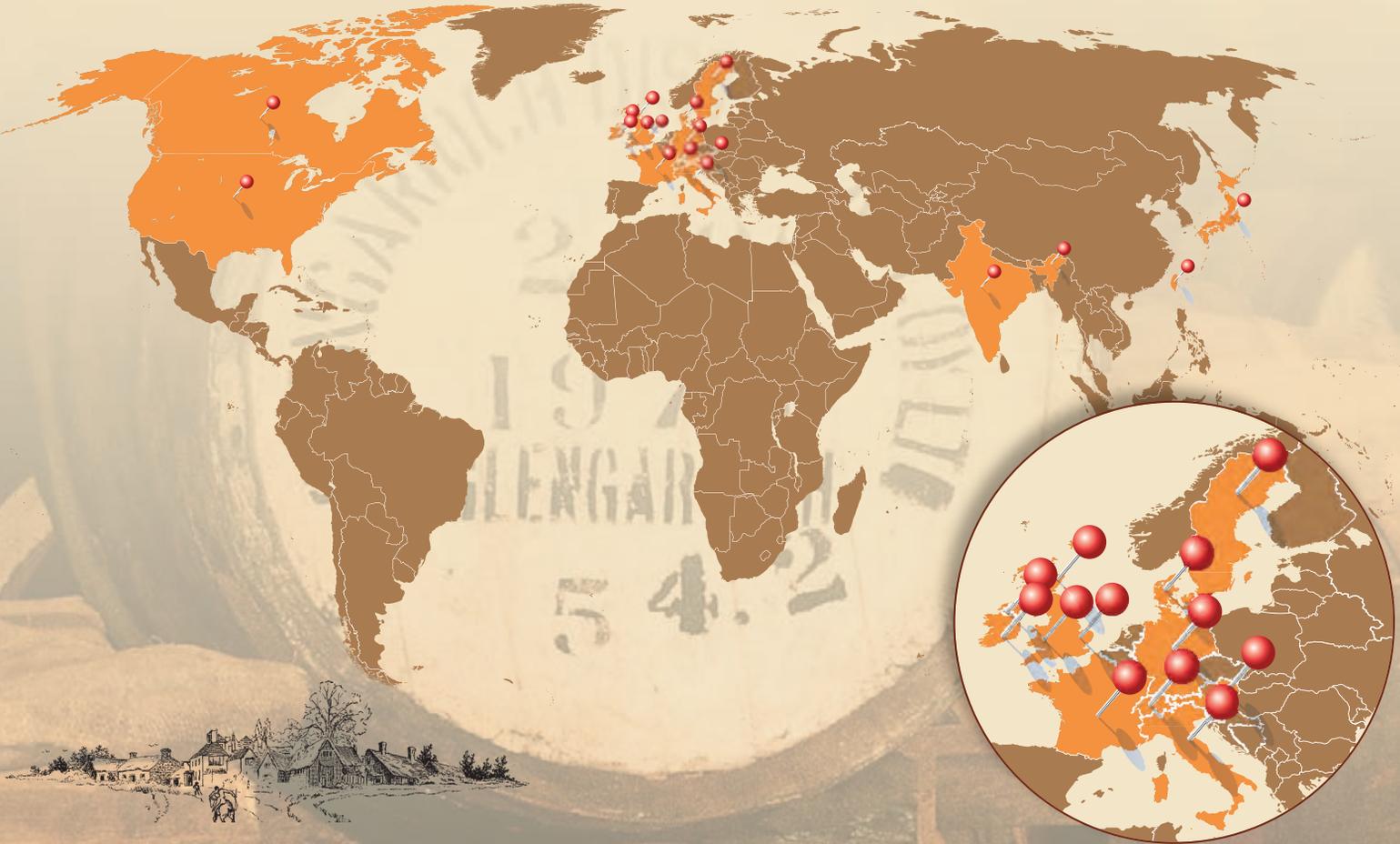


tion centre and is part of the trade fair "Freizeit, Touristik & Garten" in Nu-

remberg (around 100,000 visitors), which extends the visitor potential of the Whisk(e)y Trade Fair. Whereby most of the approximately 16,880 visitors to the Whisk(e)y Trade Fair are genuine fans, connoisseurs and experts who come to THE VILLAGE from all over the world.

Find out more about the Whisk(e)y Trade Fair in Nuremberg, THE VILLAGE!

The World of Whisk(e)y meets Nuremberg!



Facts and Figures



- **M**aster Classes for experts and beginners
- More than 2.500 whiskies from 18 countries
- Only importers and distilleries
- 16,800 adult visitors within 3 days from all over the world
- Exclusive Pre-Opening on Friday evening with 2.500 VIP-guests



Exhibitor Statements



Glad to be invited to the fair. The fair was very good with a charming and unique setup for the stands. It was full of people who were interested in the spirits and very friendly, with a comfortable environment throughout and a good selection of distributors.

**John Glass Malt Master –
Ian Macleod Distillers Ltd**

It was my first experience at the Whisk(e)y Trade Fair Nuremberg The Village 2017 - what a show!! A great place for people who love whisky and want to learn more.....

I hope to see you there at the Benromach Stand in Nuremberg !

**Nicole Cook Brand Manager –
Benromach Distillery Company Ltd**





Our experience at The Village Whisky festival in Nuremberg was fantastic: every detail, from the application process, to the communication via email before the fair, to the support on site was absolutely top class.

The fair site is very well organised and spacious letting almost 16,800 people in without feeling cramped and suffocating, thus making the experience for both exhibitors and visitors very enjoyable. For us was the first time there and we look forward to the next edition!

**Davide Romano Co-Founder & Manager -
Valinch & Mallet Ltd**

I have visited many whisky fairs all over the world to help our importers promote our Blackadder whiskies and rums. Some are good, some are not so good and some are very good. The Village, however, fits into the top tier of whisky fairs. Excellent, superb, well organised and tremendous fun to be part of. We have attended four years in a row and seen the fair grow in stature and importance. Visitors are both knowledgeable and inquisitive. They want to both experience and learn. Congratulations on a great job very well done. Blackadder will be returning to enjoy the Village event.

**Robin Tucek
Founder and Managing Director -
Blackadder International Ltd**



Partner Statements

In a very short amount of time the Nuernberg Whiskyvillage has managed not only to become the largest Whisky Show in Germany, but also has achieved to become very popular. Not only amongst Whisky enthusiasts but by a lot of newcomers as well. Therefore the exhibitors are very pleased as well, in addition the show has a very nice atmosphere due to the decoration as a "village" and also through the spacious design making it still a pleasurable show even with many visitors. Speaking as the president of Germanys oldest WhiskyClub I have to confess it is a wonderful event in the Whisky year!



Bernhard Schäfer The most venerable Order of the Highland Circle **Master of the Quaich**



For me as the owner of a whiskey-oriented bar, "The Village" annual whisky trade fair is a welcome occasion to test the new products on the whisky market.

Oliver Kirschner– Gelbes Haus & Nürnberger Whisky Schule
(Nuremberg Whisky School)

Picture, if you will, and you will want to, hundreds and hundreds (and more hundreds) of places displaying one of Scotland's greatest gifts to the world, single malt whisky. Plus whiskeys from more countries that you can imagine. This is THE VILLAGE, a sight (and site) for sore eyes. And sore heads, if you overindulge, which is very easy in THE VILLAGE.

Ian Black,
Glasgow's Whisky Club



That's what professionals say



THE VILLAGE is a great locality for me to find and cultivate direct contact to importers. It enables me to convince myself personally of limited and exclusive special fillings directly on site and to find out about new products. In addition to this it is the optimal platform for a professional exchange of experiences as well as for making new business contacts. The offer is rounded off perfectly by innovative and high-quality seminars and master classes with experts from the whisky branch. Whisky should be fascinating – and not just in Scotland but also here with us in the Upper Palatinate! As we place great importance on regionalism, I am really pleased that an increasing number of German distilleries are represented here.

Kerstin Schug
Proprietress – **Delicado Weinhandel**

In 2013 a great dream became reality – a purely whisk(e)y trade fair took place for the first time in Nuremberg.

The team from Gradls Whiskyfässla as ideal partners with know-how and contacts, and the AFAG Messen und Ausstellungen GmbH as one of the leading German private trade fair organizers succeeded in establishing the major branch event on the subject of whisk(e)y in Germany right at its premiere. Major and minor importers and distilleries next to each other, and all of this framed by a unique ambience (for this reason the name Village) with handcrafts and clothing and culinary specialities from Scotland and Ireland – a unique concept for success. We look forward to many further years with constructive exchange and new ideas with their implementation, and to new and familiar guests from all over Europe!

Michael Gradl Proprietor – **Gradls Whiskyfässla**



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EXHIBITION CENTRE NUREMBERG

If you need any advice,
please contact us:

Project Management
Whisk(e)y-Fair Nuremberg

AFAG Messen und Ausstellungen GmbH
Messezentrum 1, 90471 Nuremberg, Germany

+49-911 - 9 88 33 - 912

+49-911 - 9 88 33 - 917

info@whiskey-messe.de

www.whiskey-messe.de

www.facebook.com/whiskymesse.nuernberg

Organizer:



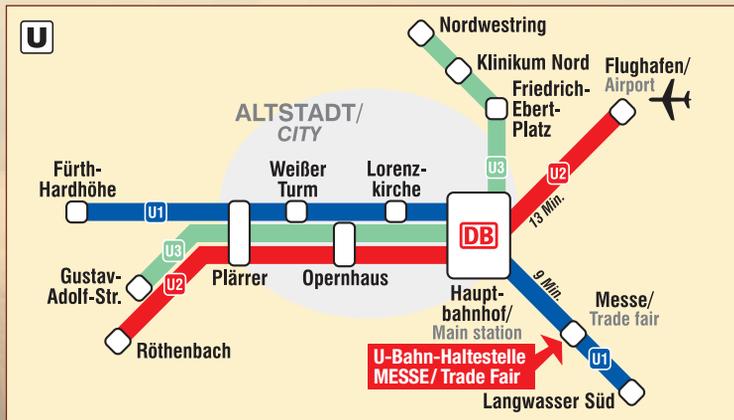
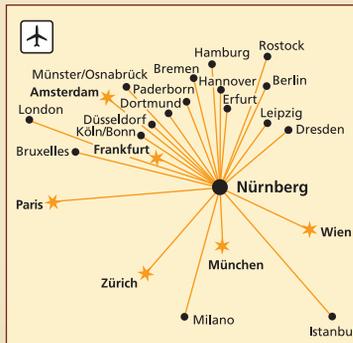
AFAG Messen und Ausstellungen GmbH
Messezentrum 1, 90471 Nuremberg, Germany

+49-911-9 88 33-0

+49-911-9 88 33-500

www.afag.de · info@afag.de

WWW.WHISKEY-MESSE.DE



Nuremberg Tourism Office Hotel/Restaurant Bookings

Königstraße 93, 90402 Nuremberg, Germany

+49-911 - 23 36 - 0

tourismus@nuernberg.de

www.tourismus.nuernberg.de