



April 2023

Press Release

The 2023 Nuremberg whisk(e)y fair THE VILLAGE was a success

Germany's largest whisk(e)y fair, THE VILLAGE, took place in March at the Nuremberg Exhibition Center and attracted 14,800 visitors from all over Europe. For exhibitors and organisers, THE VILLAGE 2023 ended with good results. Visitors came to Nuremberg from over ten countries, including Denmark and the US but also Turkey and Uzbekistan, to visit THE VILLAGE and showed keen interest in the whisk(e)ys presented.

Nuremberg – 2,800 different whisk(e)ys from 22 countries were on offer at the Nuremberg Whisk(e)y Fair. Some rarities were already sold out after a short time. THE VILLAGE's expert partner, Michael Gradl from whiskyfaessler.de, said that THE VILLAGE 2023 was "the most successful whisk(e)y fair ever. The demand was huge and again exceeded our expectations. The atmosphere was great as always and after last year's restraint on account of the pandemic, it was a pleasure to experience a light-hearted THE VILLAGE once more."

150 exhibitors, including importers and distilleries, provided a wide selection of whisk(e)ys. For Andreas Bernhardt from Kirsch Import e.K., the concept of the Nuremberg Whisk(e)y Fair again worked out well: "THE VILLAGE is one of the most important fair appearances of the year for us and the 2023 edition has more than confirmed that once again. Our more than 20 international brand representatives were delighted by this year's fair as well – both with the crowds at the stands and the conversations with the visitors themselves. We're already looking forward to next year and thank the organiser for the good working relationship and all the visitors for their keen interest."



The European meeting place for the whisk(e)y scene

THE VILLAGE is considered a meeting place for whisk(e)y lovers from all over Europe. More than two thirds of visitors were prepared to travel over 50 kilometres to visit the fair in Nuremberg. The relaxed atmosphere and huge whisk(e)y selection ensured that many visitors even visited THE VILLAGE over several days. 85 per cent of visitors made purchases at the fair and – despite increases in whisk(e)y prices – visitors spent more on average than in previous years.

In parallel with all the action at the fair, more than 30 master classes put special bottlings in the spotlight. Almost 1,500 visitors booked one or more master classes to discover more whisk(e)ys and deepen their expert knowledge. In addition, THE VILLAGE was about experiencing the whisk(e)y community and getting to know well-known celebrities from the scene in person. The basic seminars of the Nuremberg whisky club Highland Circle were also well attended.

Live music, kilts, Guinness and haggis provided the classic THE VILLAGE ambience for which the Nuremberg Whisk(e)y Fair has been renowned for ten years. The new THE BBQ VILLAGE area provided additional offers for the upcoming barbecue season and presented high-quality meat. Frederik Boetzelen from FIRE & FOOD was positive when summing up his first partnership with THE VILLAGE: “The crowd turnout and popularity was surprisingly high, but of course the interest came from visitors’ shared love of spirits and barbecuing. After all, the two somehow go together.”

PUEBLO DEL RON

The PUEBLO DEL RON r(h)um fair has accompanied the Nuremberg Whisk(e)y Fair for six years now and it’s impossible to imagine life without it. The 25 r(h)um exhibitors also experienced good demand for the around 250 different r(h)um varieties they had on offer there.

Save the Date: THE VILLAGE 2024 on 9 and 10 March

Next year, the whisk(e)y fair THE VILLAGE will take place on 9 and 10 March in Hall 3C of the Nuremberg Exhibition Center. This is the most modern hall on the exhibition grounds and has large glass fronts that let natural light into the exhibition hall. An exclusive pre-opening will kick off the fair on the evening before, on Friday, 8 March.

Parallel to the THE VILLAGE whisk(e)y fair, “akustika – The Fair for Music” will take place, which celebrated its première this year as the 2023 Nuremberg Music Fair and already ran in parallel to THE VILLAGE. As both events went well together and lots of visitors were interested in both whisk(e)y and music, there will again be the opportunity to visit both fairs.

Admission to the Nuremberg Whisk(e)y Fair is only permitted to persons 18 years of age and above. Latest information available at www.whiskey-messe.de.

Contacting the THE VILLAGE media team:

Phone +49 (0)911 98833-515

presse@whiskey-messe.de

