

Whisk(e)y-Messe Nürnberg
THE VILLAGE
— ESTABLISHED 2013 —
PUEBLO DEL RON
— EST. 2017 —
R(h)um-Messe Nürnberg

18+

20+21
February 2027
Messe Nürnberg

Pre-Opening
19 Feb 2027

SPECIAL TOPIC: EUROPE



Exhibitors:

230

from 16 countries

Visitors:

14.000

3 days

packed programme

Master Classes
Basic Seminars
Expert Lectures

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THE VILLAGE offers a unique mix of small, independent whiskey distilleries and major importers – all in a warm, welcoming atmosphere. A particular highlight is the separate event area featuring live bands, culinary delights, and a stage for special events. The annual theme adds an exciting touch and gives lesser-known whiskey-producing countries the spotlight they deserve.

Michael Gradl, whiskyfaessler

Europe's Leading Trade Fair for Whisk(e)y-Culture

The Nuremberg Whisk(e)y Trade Fair THE VILLAGE is the meeting place for connoisseurs, experts, and enthusiasts of fine whiskeys. Distilleries, importers, and brands from around the world present their unique selection of over 3,000 whiskeys from classics from Scotland, Ireland, and the U.S. to exciting bottlings from many other countries. The extraordinary variety and exclusivity of the whiskeys on display make THE VILLAGE a truly unique experience. In an atmospheric setting, the fair becomes a highlight of the international whisk(e)y scene year after year.

THEMED AREAS

- THE VILLAGE
- PUEBLO DEL RON
- LA BODEGA
- THE VILLAGE Market
- THE VILLAGE Pub
- THE VILLAGE Garden



WWW.WHISKEY-MESSE.DE

MASTER CLASSES, BASIC SEMINARS, AND EXPERT LECTURES

The program is complemented by master classes, basic seminars, and expert lectures for both beginners and connoisseurs, as well as a daily supporting program featuring live music, food and drink, and an authentic pub atmosphere. Since 2017, THE VILLAGE has been complemented by the Nuremberg rum fair PUEBLO DEL RON, which brings Caribbean flair to Nuremberg with international rums.

Register your
exhibition booth here



Pre-Opening, 19 February: 5:00 PM – 10:00 PM
Saturday, 20 February: 11:00 AM – 6:00 PM
Sunday, 21 February: 11:00 AM – 6:00 PM

OPENING HOURS 2027

Exhibition booth, including equipment

Row stand € 200,—/m²

Corner, end, and block stands € 220,—/m²

Exhibition booth without booth construction

Row stand € 139,—/m²

Corner, end, and block stands € 159,—/m²



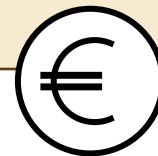
What I like best about THE VILLAGE these days is that more and more international ambassadors and representatives from the distilleries have realized how important it is to come to THE VILLAGE in Nuremberg. It really gives the trade show an extra boost. Even the rum distilleries are starting to realize this!

Bernd Schäfer, President of Highland Circle



About **90%** of visitors are
very satisfied with the trade show

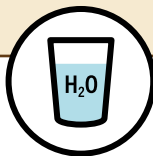
85% of visitors
are repeat attendees



Over **80%** of visitors **spent
more than 100 euros**
(excluding food and beverages)

Over **90%** of visitors plan
to make additional purchases following
their experience at the trade show

Approximately **90%** of visitors made
purchases at the trade show



WATER FOR WHISK(E)Y

Water Station

Water for pre-opening visitors

Water for exhibitors



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