Whisk(e)y - Messe Nürnberg
THE VILLAGE
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Press Release

Nuremberg Whisk(e)y Trade Fair 2027: Tickets for THE VILLAGE are now available online

THE VILLAGE, the Nuremberg whisk(e)y trade fair, is Europe's leading event for whisk(e)y culture: the next edition of THE VILLAGE will take place on 20 and 21 February (with a pre-opening on 19 February) in Hall 12 at the Messe Nürnberg. Tickets are now available online, and numerous masterclasses can also be booked.

Nuremberg – With over 3,000 different whisk(e)ys, THE VILLAGE offers a unique selection and makes the fair the most important European meeting place for the whisk(e)y scene. The PUEBLO DEL RON r(h)um trade fair impresses with around 500 different r(h)ums. Alongside the exclusive THE VILLAGE whisk(e)y limited edition, there will once again be an exclusive PUEBLO DEL RON r(h)um limited edition. The special theme for THE VILLAGE 2027 is Europe, so the exclusive THE VILLAGE 2027 limited edition comes from the Finnish distillery Kyrö.

Tickets are now available – including travel on public transport

Whisk(e)y enthusiasts and experts can already secure their tickets for THE VILLAGE 2027. Visitors with tickets purchased online can use public transport throughout the Greater Nuremberg Transport Association (VGN) free of charge for their journey to and from the event. In addition to day tickets for the fair, there will once again be a limited number of tickets available for the exclusive pre-opening event on the eve of the fair. Here, connoisseurs and enthusiasts will have the chance to snap up rare finds in advance and celebrate a reunion with the whisk(e)y scene. Pre-opening tickets grant access on all days of the event. Every visitor will receive a whisk(e)y glass, including a glass holder.

An exclusive gift: VIP pre-opening tickets

Holders of the limited-edition VIP pre-opening tickets may attend the pre-opening one hour before the official start and are invited to a “meet and greet” with the organisers. In addition, the VIP pre-opening ticket includes a bottle of the official fair whisk(e)y, and VIPs have the opportunity to purchase the fair r(h)um in advance at a discounted price.

Master Classes and Basic Seminars

As usual, the Master Classes offer in-depth specialist knowledge for connoisseurs and enthusiasts alongside the main exhibition programme. Tickets for the exclusive tastings with experts, distillers and importers are available from THE VILLAGE’s ticket shop. The Master Classes cover a range of flavours and preferences, focusing on various distilleries and whisk(e)ys. The programme features Master Classes that provide in-depth information on specialist topics relating to whisk(e)y. These include, for example, topics such as sherry casks, bourbon casks, the nuances of rye, or special single malts. Rum Master Classes are also on offer. Other Master Classes allow participants to experience the unique characteristics of individual distilleries. One highlight is the popular "Whiskyfaessla & friends” masterclass.

Admission to THE VILLAGE whisk(e)y trade fair is restricted to those aged 18 and over. THE VILLAGE whisk(e)y trade fair and the PUEBLO DEL RON r(h)um trade fair are organised by the Nuremberg-based exhibition organiser AFAG.

www.whiskey-messe.de

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