



12 March 2024

Press release

THE VILLAGE success story continues: Germany's largest whisk(e)y trade fair draws a successful conclusion

Around 12,000 visitors came to THE VILLAGE 2024 whisk(e)y trade fair in Nuremberg and ensured a good atmosphere at the trade fair and good results for the exhibitors. THE VILLAGE is regarded as the European meeting place for the whisk(e)y scene and once again impressed with its wide range of whisk(e)ys and the unique THE VILLAGE ambience. The next edition of the Nuremberg Whisk(e)y trade fair will take place on 15 and 16 February 2025, with the exclusive pre-opening on 14 February.

Nuremberg – Around 12,000 visitors came to the Nuremberg Exhibition Centre for the exclusive pre-opening evening and over the two days of the fair to explore the offerings at THE VILLAGE. For the first time, more than 200 exhibitors took part in the Nuremberg Whisk(e)y Fair and the range was wider than ever before with 3,000 whisk(e)ys from 35 countries. Not only the experienced THE VILLAGE exhibitors, but also the new exhibitors were satisfied with their participation and achieved good results.

The managing directors of trade fair organisers AFAG, Henning and Thilo Könicke, are satisfied with the 2024 whisk(e)y trade fair: "We are delighted that we can offer the European whisk(e)y scene a home with THE VILLAGE and would like to thank all exhibitors for their committed participation. As a result, we were able to present a unique range of 3,000 whisk(e)ys at THE VILLAGE. Planning for the next edition of THE VILLAGE has already begun and we are working on making the whisk(e)y fair an experience for whisk(e)y enthusiasts in 2025 as well."

Michael Gradl, owner of whiskyfaessler.de, is the trade fair's professional partner and draws a positive conclusion for THE VILLAGE 2024: "The whisk(e)y world is simply a great community

and there's nothing better than talking about whisk(e)y. Even though the trade fair whisk(e)ys were sold out quickly, we can promise for next year: We will do everything we can to find the best of the best as a limited edition. We pay attention to origin, quality, flavour, the story behind it and the people who work there."

This year, the Whisk(e)y trade fair took place as an independent event, not in parallel with Freizeit Messe Nürnberg. As a result, the proportion of visitors with an explicit interest in whisk(e)y and r(h)um was significantly higher. THE VILLAGE once again demonstrated its unique ambience with live music, a wide range of culinary delights and corresponding offers and products.

36 Master Classes took place parallel to the trade fair. Demand for the exclusive tastings was very high and most of them were fully booked well in advance of the event. Next year, more and larger rooms will be available so that the range of Master Classes can be expanded again to meet the high demand.

THE VILLAGE and PUEBLO DEL RON

The PUEBLO DEL RON R(h)um trade fair brought together 32 exhibitors who presented around 300 different R(h)ums. Visitor interest was also high here. The range of sherry and port wines was also well integrated into the concept of THE VILLAGE. Their casks are in great demand for storing whisk(e)y, which is why the range is a logical addition to THE VILLAGE portfolio.

Save the date: THE VILLAGE 2025

Next year, the whisk(e)y trade fair THE VILLAGE will take place on 15 and 16 February 2025, with the exclusive pre-opening on 14 February. Ireland and Irish whiskeys will take centre stage at the Whisk(e)y Fair Nuremberg next year.

For current information see www.whiskey-messe.de

Admission to THE VILLAGE whisk(e)y fair is only permitted from the age of 18.

Exhibitor statements on THE VILLAGE 2024

Helen McKenzie Smith, Lindores Abbey Distillery

"It was our first visit to this now legendary show and it did not disappoint. We were exhibiting with our excellent distributors, Prineus and for all of us the show has been a great success. Our trade show bottling sold out within a few hours and sales from the stand of our other releases has been excellent. We look forward to next year!"

Björn Dobrick, Hanseatische Weinhandelsgesellschaft

"THE VILLAGE was very pleasant for us. I'm delighted with the hall and the good acoustics. The audience and the organisation are excellent. We ordered more goods after the pre-opening. We'll be back again next year."

Eyck Thormann, Pernod Ricard Deutschland:

"It's exciting to see how many whisk(e)y enthusiasts come to THE VILLAGE in Franconia, including a high proportion of women. There is a good atmosphere at THE VILLAGE and the trade fair went very well for us. We were able to celebrate the 200 years of Glenlivet here."

Mareike Spitzer, Irish Whiskeys:

"The fair was well organised, the visitors are nice and in a good mood. I'm already looking forward to next year, when the focus will be on Ireland. We already have a few ideas for that and will be well represented."

Florian Perret, Sierra Madre, A. H. Riise:

"This was our first time at THE VILLAGE and I think the trade fair was outstanding. The new hall offers a lot of space and although we had a high number of visitors at our stand, it was well distributed and we were able to serve all interested visitors well. It's a great trade fair."

Press contact

Corporate Communications
AFAG Messen und Ausstellungen GmbH
Telephone: +49 (0)911/98833-515
presse@whiskey-messe.de