

## **ToyCocktail competition for Spielwarenmesse: a new drink for guests at the fair**

- Winning cocktail “Pearplex” by Herrengedeck
- Seven bars from the metropolitan area competing

For the 18th time now, Spielwarenmesse has invited bars from the local metropolitan area to enter the ToyCocktail competition. On 13 November at Castros Bar & Event in Fürth, seven bars from Nuremberg and Fürth each presented drinks that they had devised themselves. The winner of the ToyCocktail competition for 2024 was Herrengedeck. The three-person expert jury awarded the highest number of points to Alexander Diem who entered as their creation the ‘Pearplex’. From 30 January to 3 February 2024, the drink will be served at special events during the world’s leading fair and in all participating bars.

### **Top class jury**

The jury consisted of three cocktail experts: impassioned bartender Adriano Paulus, co-founder and vice-president of the German Bartenders Guild; barkeeper Sigrid Klein of ‘Das Gelbe Haus’, who is highly experienced in competitions; and Bernhard Schäfer, whisky expert and Master of the Quaich. The jury assessed the entrants’ creations in accordance with the competition rules of the German Barkeepers’ Union. In their judgements they considered not only the flavour of the cocktail but also its appearance and aroma.

### **Welcome drink for the international audience**

Sigrid Klein, herself a previous winner of the competition, commented: “It’s a great opportunity to give your creativity free rein and serve your own invention both to the guests at the fair and to the people of Nuremberg.” The Castros from Fürth took second place, while the Enchilada from Nuremberg won the bronze medal. Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG, was delighted that the fair was organising its own cocktail competition for the event: “It’s always exciting to see the remarkable creations that the bars come up with. It means that every year we can welcome our international guests with a new cocktail.”



The 18th ToyCocktail will be served during the Spielwarenmesse by the following bars:

- Bahama Bar y Restaurante
- Castros Bar & Event
- die rote Bar
- Enchilada Nürnberg
- Herrengedeck
- TINTO – tapas y vino
- TREFF in the Arvena Park Hotel

The recipe for the winning cocktail and impressions of the competition are available at [www.spielwarenmesse.de/media](http://www.spielwarenmesse.de/media).

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**Spielwarenmesse®**

The trade fair and marketing services provider Spielwarenmesse eG is the organiser of the Spielwarenmesse® – the leading international trade fair for toys, hobbies and leisure. This B2B fair creates a comprehensive communication and ordering platform for national and international exhibitors. Its presentation of innovations and comprehensive overview of the industry offer a valuable pool of information for specialist retailers from around the world, guiding them through the market every year. A new addition for 2022 is the multifunctional platform Spielwarenmesse® Digital, as a complementary service to the Spielwarenmesse. Since 2013, the term Spielwarenmesse® has also been a protected word mark in Germany.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 30 Jan – 3 Feb 2024