Press Release

spielwarenmesse
Nürnberg 2 – 6 Feb 2027

Shaken, stirred, served: "KiBa la vida" is the ToyCocktail for the 76th Spielwarenmesse

The official welcome drink for Spielwarenmesse 2027 has been decided. At the 21st ToyCocktail competition on 23 November at die rote Bar in Nuremberg, "KiBa la vida" from BLISS Bar Nuremberg, prevailed against six other entries. Second place went to die rote Bar, and third place to Herrengedeck.

For more than 20 years, Spielwarenmesse has welcomed its guests from around the world with a bespoke cocktail. Each year, local bars develop new recipes – the best is crowned the official ToyCocktail by a three-member jury. The drinks are judged on taste and harmony as well as appearance, aroma and creativity. This year's verdict was delivered by Franziska Hartmann, co-owner of the Nuremberg bar "Die Blume von Hawaii", Adriano Paulus, a well-established figure on the German bar scene, and Bernhard Schäfer, Master of the Quaich and recognised spirits expert. All three combine deep expertise with passion for bar culture.

This year's winning cocktail will be served from 2 to 6 February 2027 at selected Spielwarenmesse events and in all participating bars:

- Atelier Bar
- BLISS Bar
- die rote Bar
- EULE Speakeasy Bar
- Gelbes Haus
- Herrengedeck
- Treff Arvena Park

"Anyone visiting Spielwarenmesse in Nuremberg should feel welcome from the very first moment. With the ToyCocktail, we raise a glass with our

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international guests and at the same time offer a taste of the regional bar culture," says Christian Ulrich, Member of the Executive Board at Spielwarenmesse Group (Spokesperson).

The recipe for the winning cocktail and accompanying images are available at www.spielwarenmesse.de/media.

24 November 2026 – aw

Spielwarenmesse®
The world's leading event for the sector – that's the Spielwarenmesse®. At this B2B event, key players as well as startups present their innovations and trends to retailers from all over the globe, live in Nuremberg. Alongside the extensive range of products, participants also gain a wealth of inspiration for day-to-day business together with valuable knowledge and useful guidance on the market, at what is for them the most significant industry gathering. The event is complemented by year-round coverage of themes, analyses and insights from the multifunctional platform Spielwarenmesse Digital and the e-journal 'Spirit of Play'. Since 2013, the term Spielwarenmesse® has been a protected word mark in Germany.
Fair date: Spielwarenmesse®, Tuesday to Saturday, 2 – 6 Feb 2027

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