



Spielwarenmesse 2020: “Fairytoyl” named ToyCocktail

- Winning cocktail from Gelbes Haus
- New creations judged by jury of experts

As part of the ToyCity initiative, Spielwarenmesse eG has just staged the ToyCocktail Competition for what is now the 16th time. Five Nuremberg bars got shaking at “die rote Bar” on 2 December 2019 and presented their creative concoctions to the expert jury. Vying for the title of ToyCocktail at the next Spielwarenmesse, Gelbes Haus emerged victorious. The four-strong expert jury awarded the highest number of points to its barkeeper Sigrid Klein, who entered with a cocktail called “Fairytoyl”. The beverage will be served at special events during the world’s leading toy fair (29.1. – 2.2.2020) and in the five participating bars in the city.

The art of mixing cocktails

Well-known Nuremberg bars once again took part in the competition, including the likes of die rote Bar, Tinto – tapas y vino and Enchilada. The expert jury was composed of Bernd Schäfer from Nuremberg, Maren Meyer from Hanover and Adriano Paulus from Munich as well as Julian Zolghadar, Event Manager for Spielwarenmesse eG. The jury judged the new creations in line with the official competition rules defined by the German barkeepers’ association Deutsche Barkeeper-Union. The criteria include flavour, appearance and aroma.

A drink for Nuremberg

For winner Sigrid Klein, the ToyCocktail Competition is a firm fixture every year: “It’s a great opportunity to give your creativity a free rein and to have your own drink served both to the participants at the Spielwarenmesse and the people of Nuremberg – all thanks to the town’s ToyCity Initiative. That’s why I’m so thrilled that my recipe won over the experts.” Second place was awarded to “Toylicious” by Benjamin Dietz from the Treff bar at Arvena Park Hotel. The “Toy lets swizzle” cocktail by barkeeper Fabian Hess from die rote Bar clinched third place.



As a trade-only event, the Spielwarenmesse stages the ToyCity promotions to bring the “Spirit of Play” to Nuremberg’s city centre. The 16th ToyCocktail will be served at the following bars from 29 January to 2 February 2020:

- die rote Bar
- Enchilada Nürnberg
- Gelbes Haus
- Tinto – tapas y vino
- Treff – Arvena Park Hotel

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Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

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Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organised by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,900 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for 67,000 buyers and toy traders from 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013. Fair dates: Spielwarenmesse®, Wednesday to Sunday, 29 Jan – 2 Feb 2020



Participant	Opening hours
die rote Bar <i>Peter-Vischer-Str. 3</i> 90403 Nuremberg www.dierotebar.net	Tue – Sat from 7 pm
Enchilada <i>Obstmarkt 10</i> 90403 Nuremberg www.nuernberg.enchilada.de/	Sun – Thurs 11 am – 1 am Fri, Sat 11 am – 2 am
Gelbes Haus <i>Johannisstraße 40</i> 90429 Nuremberg www.gelbes-haus.de	Mon – Thurs 7 pm – 1 am Fri, Sat 7 pm – 2 am
Tinto – tapas y vino <i>Lessingstraße 6</i> 90443 Nuremberg http://www.tinto-tapas.de/	Tue – Fri from 9 am Sat, Sun from 10 am
Treff – Arvena Park Hotel <i>Görlitzer Str. 51</i> 90473 Nuremberg www.arvena-park.de	Mon – Sun 11 am – 1 pm