



Sparkling welcome drink for guests at the fair: the ToyCocktail for Spielwarenmesse 2025 has been chosen

- Bars from the metropolitan area competed
- Winning drink was 'Ruby' from Gelbes Haus

The 2025 Spielwarenmesse ToyCocktail is called 'Ruby' and comes from the bar Gelbes Haus. At the competition on 25 November at the last year's winner, the Herrengedeck in Nuremberg, six bartenders competed from around the metropolitan area. Plenty of mixing, shaking and stirring took place – Patrick Böhm was given the highest score by the judging panel. From 28 January to 1 February 2025, the drink will be served for special events at the world's leading fair and in all participating bars. Silver went to Herrengedeck, while third place was taken by TREFF in the Arvena Park Hotel.

Cocktail competencies among the jury

The judging panel consisted of three cocktail experts: impassioned bartender Adriano Paulus, co-founder of the German Bartenders Guild and Bar Consultant; Bernhard Schäfer, whisky expert and Master of the Quaich; and Nuremberg-based barkeeper Franzi Hartmann (from Die Blume von Hawaii). The drinks were assessed by the jury not only on their taste but also on their appearance, aroma and preparation. "Every year I'm astonished all over again by the creativity and wealth of imagination in the bars that take part. At the same time, I'm already looking forward to raising a glass of our new drink with our guests at the fair," concludes Christian Ulrich, Spokesperson of the Executive Board at Spielwarenmesse eG.

The following bars will be serving the 19th ToyCocktail during the Spielwarenmesse:

- die rote Bar
- Gelbes Haus
- Herrengedeck
- Levi Bar in the Leonardo Royal Hotel



- Public in the Scandic Nürnberg Central
- TREFF in the Arvena Park Hotel

The recipe for the winning cocktail and impressions of the competition are available at www.spielwarenmesse.de/media.

26 November 2024 – seb

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, 28 Jan – 1 Feb 2025