

Press release

25. September 2025

It's Christmas Shopping. But better.

Where Tradition Meets Magic at Ingolstadt Village and Wertheim Village

When people around the world speak of festive cheer, decorated Christmas trees, and cozy holiday markets, they're often referring to the essence of a German Christmas: roasted almonds, the scent of mulled wine, artisanal crafts, and nostalgic charm. This feeling of warmth, comfort, and festive surroundings **comes to life** in the Villages.

Inspired by the Christmas Capital

One of the most famous and oldest Christmas markets in the world is the Nuremberg Christkindlesmarkt. Its influence extends far beyond the region and inspires people globally. The proximity to Nuremberg highlights the Villages' connection to German Christmas traditions.

Two Villages, Two Fairytale Worlds

In Wertheim Village, nestled in a hilly landscape near the Romantic Road, a timeless atmosphere unfolds. The journey into a Christmas wonderland begins in style with a vintage car – a nostalgic photo spot.

Ingolstadt Village invites guests on a magical journey with hot air balloons. Beautifully staged balloon installations offer perfect photo opportunities and symbolize the start of a magical season.

An Early Start to the Festive Season

The Christmas season begins in both Villages at the end of October. The opening highlight is the Candlelight Concerts on October 25, which musically enhance the fairytale setting and transform the Villages into seas of light. At the same time, the event invites guests to enjoy Late Night Shopping until 10 PM.

Culinary Delights, Magic, and Special Experiences

No Christmas fairytale is complete without Santa Claus: In both Villages, an authentic Santa – with a real beard and a custom-made coat – creates magical photo moments. He's available for souvenir photos and has become a beloved tradition. He will be present every Friday and Saturday from December 5 to 20.

On December 6, St. Nicholas Day, young guests can enjoy an exclusive Santa's Breakfast – a special offer for Village Members.

Seasonal treats like mulled wine, roasted almonds, hot chestnuts, and gingerbread invite guests to relax and indulge in lovingly decorated Christmas huts in both Villages.

In Ingolstadt Village, the "Lindt Christmas World" opens as Germany's largest Lindt pop-up store. A special highlight: On Saturday, December 6, 2025, a Maître Chocolatier will be on-site, filling Lindor truffles live with warm, liquid chocolate – free for all guests. In Wertheim Village, the Maître Chocolatier will also be present on October 25 to mark the festive season's start. The Lindt Christmas World opens here in November – ready to be discovered, enjoyed, and gifted.

Visitors can also look forward to exclusive trunk shows and pop-ups from international luxury brands, local heroes, and fine artisans waiting to be discovered. And for those spending the holidays in the mountains: Starting in November, the Villages offer a curated selection of premium ski apparel.

It's Christmas Shopping. But better.

Our slogan says it all: Alongside the best offers for advent calendars, gifts, and fashion, the Villages continue to provide exceptional services that pamper guests: free parking, handsfree shopping – where gifts are delivered directly to the car, and personal shopping support for gift selection. Plus, guests can earn valuable points & miles with hotel, travel, and financial partners, and enjoy tax-free shopping – available on-site for our international visitors.

Images for Download:

[© Wertheim Village & Ingolstadt Village](#)

About Wertheim Village (Part of The Bicester Collection)

Surrounded by turreted castles against a backdrop of wooded hills and ancient forests, Wertheim Village is located in the picturesque wine-growing region of the Tauber Valley, which Goethe believed to be the most beautiful in all of Germany. Calmer in temperament than neighbouring Frankfurt, the Village is a tranquil open-air oasis, taking inspiration from its setting on the Romantic Road to reflect its fairy-tale heritage. With more than 110 boutiques lining pedestrianised, landscaped streets, Wertheim Village offers savings of up to 60% on the former recommended retail price of a unique edit of German and international fashion and lifestyle brands. (Visit the Village's website www.WertheimVillage.com/en/shopping/brands to view the full list of brands.) The Village also boasts restaurants and cafés offering menus to suit all tastes, including take-away culinary treats. Discover more about Wertheim Village, part of The Bicester Collection, at www.WertheimVillage.com

About Ingolstadt Village (Part of The Bicester Collection)

Within 45 minutes of the cultural melting pot that is Munich, which now boasts more theatres and galleries than any other German city, stylish Ingolstadt Village draws on its wealth of local historical influences, underpinned by the beauty of the Bavarian countryside and a famously welcoming atmosphere. With 110 boutiques lining open-air, spacious pedestrianised streets, the Village offers savings of up to 60% on the former recommended retail price of a unique edit of German and international fashion, beauty and lifestyle brands all year round. (Visit the Village's website www.IngolstadtVillage.com/en/shopping/brands to view the full list of brands.) The Village has a wealth of restaurants and cafés offering menus to suit all tastes, including take-away culinary treats. Find out more about Ingolstadt Village, part of The Bicester Collection, at www.IngolstadtVillage.com

About The Bicester Collection

Since its creation in 1995, The Bicester Collection has reimagined the boundaries around the worlds of luxury retail, hospitality, live music and sports entertainment, curating extraordinary experiences for the world's most discerning guests. Located in Europe, China and North America, The Bicester Collection's 12 Villages are world-renowned as iconic, open-air shopping destinations. Each offers the world's best brands at incredible value, as well as celebrated restaurants and peerless services. The Bicester Collection brings together extraordinary live music and sports experiences at the first third generation UBS Arena serving the New York metro area (home to the New York Islanders ice hockey team), a pioneering concert venue featuring the Isles Lab Team concept store. The Collection's award-winning hotel destinations, Mission Pacific Beach Resort and The Seabird Ocean Resort & Spa (with its Michelin-starred restaurant, Valle; celebrated Sunny's Spa & Beauty Lounge; and locally curated boutique The Ozone), are vibrant destinations in Southern



Ingolstadt Village

THE BICESTER COLLECTION



Wertheim Village

THE BICESTER COLLECTION

California's hidden gem, Oceanside. The Bicester

Collection exists to be experienced in the real world. To be actual, not virtual. To be lived. Discover more at www.TheBicesterCollection.com

For further press information:

Julia Zirpel – Senior PR & Communications Manager

<mailto:JZirpel@valueretail.com> | +49 (0)160 910 30 197

Khatira Schokori – PR & Communications Manager

KSchokori@valueretail.com | +49 (0)151 157 31 356

Sophia Asefi – Assistant PR & Communications Manager

<mailto:SAsefi@valueretail.com> | +49 (0)160 173 9024

Value Retail Management Germany GmbH

<mailto:PressOfficeGermany@valueretail.com>

INGOLSTADT VILLAGE

OTTO-HAHN-STRASSE 1, 85055 INGOLSTADT, GERMANY

+49 (0)841 886 3100 | PressOffice@IngolstadtVillage.com

IngolstadtVillage.com