



**Jägermeister**

**SOLD BOTTLES 1935:** approx. 35.000 bottles  
**SOLD BOTTLES 2022:** 120.7 million 0.7-l-bottles  
**EMPLOYEES 1935:** approx. 21  
**EMPLOYEES TODAY:** approx. 1.000

# HISTORY OF THE JÄGERMEISTER

## FOUNDATION THE LABEL

The origins of the company go back to the purchase of the Stammhaus (Jägermeisters first production site) on 23 July 1878 in the small northern German town of Wolfenbüttel by Wilhelm Mast (1846-1918). Wilhelm Mast initially devoted himself to the production of vinegar. His son Curt Mast (1897- 1970) joined the company at the age of 16 and took over the business completely in 1917. He initially expanded the range of products to include the wine trade and discontinued vinegar production in 1922.

## DEVELOPMENT OF JÄGERMEISTER

Curt Mast was fascinated by the development and production of spirits. He was also a passionate hunter and especially appreciated the convivial moments after the hunt and was looking for a suitable herbal liqueur for this. In 1934 and after much experimentation, he finalised a recipe for his herbal liqueur, which he called Jägermeister. Jägermeister was launched on the market in 1935. 56 natural ingredients formed the unchanged basis of the herbal liqueur ever since.



The now world-famous label with the legendary Hubertus stag was developed by Curt Mast together with the graphic artist Günther Clausen. Here, Curt Mast's passion for hunting was once again expressed. For example, he chose the beginning of a poem by the hunting writer Oskar von Riesenthal for the surrounding label slogan: „Das ist des Jägers Ehrenschild, dass er beschützt und hegt sein wild, weidmännisch jagt, wie sich's gehört, den Schöpfer im Geschöpfe ehrt.“ which translates to: „This is the hunter's badge

of honour, May he protect and cherish his game, Hunt sportsman-like, as is proper, Honouring the creature's creator therein.“

## MARKETING OF THE 1960S & 1970S

Many of Jägermeister's legendary advertising campaigns are still remembered today. One field in which the Wolfenbüttel based company proved to be particularly pioneering, was in sports advertising with the first jersey sponsorship in the history of the German Soccer League. Between 1973 and 1987, the players of Eintracht Braunschweig took to the pitch with the Hubertus stag on their chests. The Jägermeister Racing Team was also launched at the same time. Another example of these spectacular advertising and marketing campaigns is the famous „I'm drinking Jägermeister because...“ advertising campaign with over 3,500 different motifs from 1973.

The campaign ran for 15 years until 1988 and then again for a short time from 1996. This long-running advertising campaign made Jägermeister one of the best-known brands in Germany.



CURT MAST, 1968



„Ich trinke Jägermeister, weil sich heute mal wieder alles auf der anderen Seite abspielt.“

Jägermeister. Einer für alle.



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