



Jägermeister

Mast-Jägermeister US

Mast-Jägermeister UK

Mast-Jägermeister DE
Mast-Jägermeister CZ/SK

THE COMPANY

FOUNDATION OF THE COMPANY: 23rd July 1878
LAUNCH OF JÄGERMEISTER: 1935
COMPANY FORM: - SE

With his discovery of the recipe for the herbal liqueur in 1934, and the official launch one year later, Jägermeister inventor Curt Mast laid the foundation for today's internationally successful family business. It has been trading as Mast-Jägermeister SE since 2011. The company is still family-owned today. Florian Rehm represents the fifth generation of the family and is chairman of the supervisory board.

BRANDS: Jägermeister, Gin Sul, Teremana
MARKETS: More than 150
PRODUCT OVERVIEW:



VORSTÄNDE



Michael Volke
(CEO)



Christopher Ratsch



Berndt Kodden

HEADQUARTERS

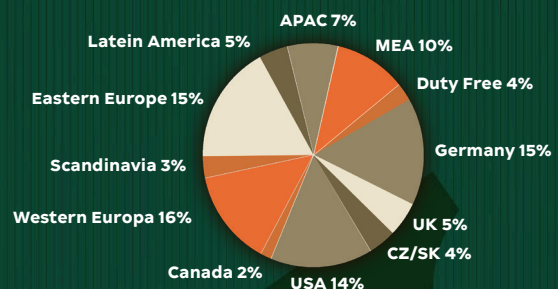
The company has always had its headquarters in the small northern German town of Wolfenbüttel. Since Curt Mast's 60th birthday in 1967, the official address of the family business has been Jägermeister Street. Located there is not only the operational head-quarters, but also the production which exclusively manufactures the unique Jägermeister base. Even though every shot of Jägermeister worldwide still originates in Wolfenbüttel, the company is now internationally positioned. Today, around 30% of the more than 1,000 employees work in the six international regional offices and the four subsidiaries.

OUR VALUES

WE INSPIRE CUSTOMERS.
WE STAND FOR QUALITY.
WE STAND FOR RESPECT.
WE ENCOURAGE INNOVATION.
WE PROMOTE COSMOPOLITANISM.

JÄGERMEISTER PRODUCTION LOCATIONS
GERMANY: Wolfenbüttel, Wolfenbüttel-Linden, Kamenz
0.7L JÄGERMEISTER BOTTLES SOLD:
2023 - 118.3 mil.

JÄGERMEISTER SALES SHARES WORLDWIDE:



OUR PURPOSE

**BEST NIGHTS
OF YOUR LIFE.
TODAY AND
TOMORROW!**

