



MAST-JÄGERMEISTER SE

THE COMPANY

The roots of the family business Jägermeister reach back to **1878**, when **Wilhelm Mast** founded a vinegar **manufactory** in **Wolfenbüttel**. His son **Curt Mast** took over the company in 1917 and pursued a new approach. Fascinated by the development and production of spirits, he experimented with a new product. The result: a herbal liqueur made from **56 herbs, blossoms, roots, and fruits** with an **alcohol content of 35 percent**. The recipe remains unchanged to this day. Jägermeister has been distributed in Germany for **90 years** and is now sold in **more than 150 markets** worldwide. The company has always shaped the cultural zeitgeist: from early hunting traditions to iconic advertising and sports sponsorship, to its long-standing connection with music, nightlife, and the festival scene.

EXECUTIVE BOARD



Michael Volke (CEO)



Berndt Koden

The company is headquartered in the small northern German town of **Wolfenbüttel**. Here you will find both the main administration and production. The unique Jägermeister base is manufactured exclusively here. Every single shot of Jägermeister originates in Wolfenbüttel. Today, **more than 1,000 employees** are employed worldwide – about a third of them in the six international regional offices and four subsidiaries. Since 2011, the company has been operating as Mast-Jägermeister SE and remains in family ownership in its fifth generation.

OUR VALUES

WE INSPIRE CUSTOMERS.

WE ARE QUALITY.

WE MAINTAIN RESPECT.

WE DRIVE INNOVATION.

WE PROMOTE COSMOPOLITISM.

TOP 5 JÄGERMEISTER MARKETS:

- 1 Germany
- 2 USA
- 3 United Kingdom
- 4 Poland
- 5 Global Travel Retail

JÄGERMEISTER PRODUCTION SITES

GERMANY: Wolfenbüttel, Wolfenbüttel-Linden, Kamenz

OUR BRANDS: Jägermeister, Gin Sul, Teremana

PRODUCT PORTFOLIO:



OUR PURPOSE

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

