



Jägermeister

Mast-Jägermeister UK
Mast-Jägermeister DE
Mast-Jägermeister CZ/SK
Mast-Jägermeister US

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.

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:



EXECUTIVE BOARD



Michael Volke (CEO)



Berndt Kodden

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 PURPOSE

BEST NIGHTS OF YOUR LIFE. TODAY AND TOMORROW!

OUR VALUES

WE INSPIRE CUSTOMERS.
WE ARE QUALITY.
WE MAINTAIN RESPECT.
WE DRIVE INNOVATION.
WE PROMOTE COSMOPOLITISM.

