



PRESS RELEASE

**Jägermeister**

## Based on a true story

In **1878** Wilhelm Mast founded a vinegar production and wine distribution company in Wolfenbüttel.

His son, Curt Mast, invented the **secret Jägermeister recipe more than 80 years** ago.

It took time for Curt Mast to craft the right mix: “too sweet” or a “weak citrus note” would not do. He finally found it in 1934, when he transformed **56** herbs, blossoms, roots and fruits plus **35% alcohol** into a bold new herbal spirit.

## Contact

Mast-Jägermeister SE  
Andreas Lehmann  
Head of Public Relations  
Tel.: +49 5331 81-473  
E-mail: [andreas.lehmann@jaegermeister.de](mailto:andreas.lehmann@jaegermeister.de)  
Website: [www.mast-jaegermeister.com](http://www.mast-jaegermeister.com)

## About Jägermeister

Mast-Jägermeister SE is firmly rooted in Wolfenbüttel, Lower Saxony. Here, and only here, the company produces Jägermeister, the herbal liqueur with the stag – and the biggest German spirit brand. First invented over 80 years ago, Jägermeister is based on a secret recipe of 56 different herbs, flowers and roots. In 2020, Mast-Jägermeister SE sold more 89.5 million 0.7-litre bottles of Jägermeister in 150 countries. What means Jägermeister is the world's most successful herbal liqueur.