



PRESS RELEASE

Jägermeister

Made for hunters

Whoever takes a closer look at Jägermeister – the striking green bottle, the label, or the spirit itself – immediately sees a central theme: **nature** and the **hunt**. Curt Mast was a passionate huntsman who dedicated his **herbal liqueur** to the **hunters**.

Curt Mast had no trouble finding a name for the new product: he called it **Jägermeister** (German for “Master Hunter”). A well-known profession at the time due to a centuries-old tradition of hunting.

Not just any symbol, but the legendary stag of Saint Hubertus with the cross in his antlers was chosen for the herbal spirit's trademark.

The legend – Hubertus & the stag

For centuries, people have told the legend of Hubertus, who was born around 657 AD and lived in what is now France. Hubertus was a passionate hunter. But he was also reckless and didn't always respect the rules of the chase.

One day, as Hubertus was out hunting, a giant white stag appeared with a glowing crucifix between his antlers. Hubertus took the beast to be a sign. He vowed to change his ways and became a devout missionary of the church.

Hubertus is still regarded as the **patron saint of hunters**.

Contact

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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.