



PRESS RELEASE

Jägermeister

So versatile, so unique

The unmistakable **taste of Jägermeister** results from a perfect blend of herbs, spices and citrus notes.

Tangy citrus components like orange peel come together with aromatic herbs such as ginger, star anise and cloves, accompanied by a hint of liquorice.

With the **Aroma Advisor**, mixed drink enthusiasts can explore the five base flavours of Jägermeister and create delicious new recipes: <http://hubertuscircle.com/aroma-advisor/>

The Jägermeister's aroma is mildly spicy and balanced – best served as an **ice-cold shot at -18° C**

Contact

Mast-Jägermeister SE
Andreas Lehmann
Head of Public Relations
Tel.: +49 5331 81-473
E-mail: andreas.lehmann@jaegermeister.de
Website: 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.