



**PRESS RELEASE**

**Jägermeister**

## **The “Best Nights of Your Life” Company**

We work on ourselves and our products every single day. Our company culture is the most essential ingredient to our success. We are social, easy-going and team-oriented. Boldness and the never-ending pursuit of unconventional ideas set us apart. Like our herbal liqueur, we are always authentic and truly masterful.

Mast-Jägermeister SE is deeply rooted in the Lower Saxony region of Germany, in the town of Wolfenbüttel – where over 80 years ago Curt Mast first developed the secret blend of 56 herbs, blossoms, roots and fruits that matures in giant oak barrels into the world-famous herbal spirit.

What started in 1878 as a small family company, quickly evolved into a global success story. Worldwide, Jägermeister has around 1,000 employees, and is now in its fifth generation of family ownership. The recipe for success: For decades, the company has struck the perfect balance of tradition and innovation.

With a total sales of 111,6 million 0.7-litre bottles in 2021, Jägermeister is the best-selling herbal liqueur brand. The distinctive green bottle with the stag is distributed in 150 countries.

### **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.