



PRESS RELEASE

Jägermeister

True Mastery

Ever since it was invented more than 80 years ago, the Jägermeister **recipe has never changed.**

When storing whiskey or brandy, wood flavours mix with the product to create the desired taste.

However, Jägermeister relies on the **pure taste** of its **botanicals**. To prevent the oak from mixing with the raw spirit, each new barrel is neutralised before use.

Some of the oak barrels in the Jägermeister cellars are **as old as the herbal liqueur itself**. To achieve the perfect Jägermeister taste, particularly **fine-pored barrels** are used.

To forge a strong link with nature and the hunt, the Jägermeister bottle was produced in hunter green. A positive side effect: The **dark green glass** is impermeable to most UV rays and thus protects the valuable herbal liqueur.

Jägermeister was the first brand in Germany to **advertise on team jerseys**. After several talks, Günter Mast finally convinced the German Football League of his idea. In 1973, at a home match against Schalke 04, the Jägermeister stag's head appeared on the jerseys of Eintracht Braunschweig's long-haired kickers.

In the mid-1980s, Jägermeister set up its first promotion teams in US bars – the **Jägerettes** and **Jägerdudes**, and brought the brand closer to consumers – an absolute novelty. The next innovation came in the early 1990s, when Jägermeister went from the freezer to the **Tap Machine**, for more visible yet still ice-cold enjoyment for bar guests and club goers.

The Jägermeister **Brass Band** creates a unique mix of traditional brass music and the latest sounds – from rock and pop to electronic and hip-hop. In addition to appearances at major festivals such as Rock am Ring and Wacken Open Air, the band has toured with Scooter and The BossHoss.



PRESS RELEASE

Jägermeister

Jägermeister launched the first **Drop-In Concert** with Snoop Dogg via language assistant Alexa. Live from the studio into the living rooms of fans

Mast-Jägermeister SE has three **locations** in Germany (Wolfenbüttel, Linden, Kamenz).

Almost 30 percent of the company's 1,000 employees work outside Germany at sites that include six overseas regional offices in Hong Kong, China, India, Russia, South Africa and Mexico. Four subsidiaries in Germany, the United States, Great Britain and the Czech Republic/Slovakia independently manage the central functions of logistics, sales, promotions and marketing for their respective markets.

In 1967, Wolfenbüttel officially named **Jägermeisterstraße** in honour of Curt Mast. Mast-Jägermeister SE has its headquarters there from 7 to 15.

An important company objective is the protection of minors. Since 2009, our own strict **Marketing Code** has ensured responsible marketing.

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.