



PRESS RELEASE

Jägermeister

A true brand ambassador

The distinctive bottle

Since its invention, the distinctive Jägermeister bottle has been the “no. 1 brand ambassador”

To find the perfect packaging, Curt Mast did a **break test** by dropping different bottles onto his hardwood kitchen floor. The result: one high-quality and robust model: the distinctive Jägermeister bottle.

For the front label, Curt Mast chose a well-known “hunting poem” by Oskar von Riesenenthal:

“This is the hunters’ honour shield, which he protects and looks after his game, Huntsman hunts, As it should be, the Creator in the creatures honour.”

The **most remarkable change** to the iconic green bottle came in 2016: The new, more angular bottle features deeply embossed lettering on the side and the cap carries the signature of the spirit’s inventor.

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.