



PRESS RELEASE

**Jägermeister**

## The Jägermeister family

The Jägermeister family has grown in recent years with new products that build on the original Jägermeister recipe: **Jägermeister MANIFEST** is the world's first super-premium herbal liqueur and **Jägermeister SCHARF** turns up the hot, spicy character of the original. **Jägermeister Cold Brew Coffee** is the perfect blend of the best-selling premium liqueur and intense cold brew taste.

Jägermeister MANIFEST Jägermeister MANIFEST is the world's first super-premium herbal liqueur. Manifest appeals to discerning connoisseurs who live life to the fullest and appreciate quality and exceptional taste. It has a full-bodied aroma and an alcohol content of 38% abv. The elaborate extraction of more than 56 botanicals and double-ageing for more than 12 months in small and large oak barrels create a nuanced composition that sets new standards in taste. Jägermeister MANIFEST offers up a sophisticated bouquet of sweet anise and dried fruit that mingles with slightly bitter flavours and finishes with vanilla-infused oak.

Jägermeister SCHARF is based on the same blend of 56 natural botanical ingredients as the original. Extra ginger and galangal root intensify the spicy headnote. Jägermeister SCHARF is the hottest ice cold shot with an alcohol content of 33% abv.

Jägermeister Cold Brew Coffee is the perfect blend of the world's leading premium liqueur and intense cold brewed coffee. Jägermeister Cold Brew Coffee contains 33% alcohol and is sure to delight shot lovers, brand enthusiasts, coffee aficionados and chocolate fans alike. Besides the iconic herbal liqueur, the main part of the mix is a rich coffee note and a hint of chocolate. Jägermeister developed its own, elaborate production process to create a high-quality cold brew using fair-trade coffee beans.



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Jägermeister 9556 Nights of Exploration One barrel in Jägermeister's barrel warehouse is very special because it was sealed over 25 years ago. The essence has been stored in it longer than in any other barrel before. Jägermeister has opened it now and produced a very limited edition from the exclusive liquid. Like the original, the herbal liqueur "9556 Nights of Exploration" is based on a secret recipe made from 56 natural ingredients such as herbs, flowers, roots and fruits. The maturing process of the base material over the past 25 years has been a journey of the senses: the smell, taste and appearance have changed several times until they were finally perfectly balanced with newly created flavours. The limited edition is available worldwide in an edition of only 2,500 hand-numbered copies.

## 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.