



PRESS RELEASE

Jägermeister

More than a Product

Good taste is real Craftmanship

For the secret recipe, **56 select herbs, blossoms, roots and fruits** are sourced from around the world. A total of **383 quality checks** are performed before bottling. The result is a herbal liqueur that is unique in both quality and taste.

The secret Jägermeister recipe come to life

First, the raw botanicals are precisely weighed and combined in various dry mixtures.

Next, in the so-called **maceration process** the herbs are placed in a mixture of alcohol and water and steeped for several weeks to extract essential oils and other flavours and aromas.

Finally, the master distillers mix the different macerates to form the dark brown **Jägermeister base**, the heart and soul of the legendary taste.

Aged in Oak - genuine Jägermeister

Around 400 giant **oak casks** are stored in the Wolfenbüttel cellars, where the base ingredients can “breathe” and mature for about **one year**. Master distillers perform regular checks until each batch acquires the genuine Jägermeister taste.

Before filling the world-famous green bottles, the Jägermeister base must be enriched with pure water, alcohol, caramel and liquid sugar.



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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.