

## 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.

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.

For the front label, Curt Mast chose a well-known "hunting poem" by Oskar von Riesenthal.

**"This is the hunters' honour shield, which he protects and looks after his game, Suntsman hunts, As it should be, the Creator in the creatures honour."**

