



Jägermeister

JÄGERMEISTER

PRESSKIT

Welcome to the Jägermeister press kit, here you can find all relevant press material related to our worldwide popular herbal liquor including current topics regarding marketing activities.



BASE ON A TRUE STORY

In 1878 Wilhelm Mast founded a vinegar production and wine distribution company in Wolfenbüttel.

1878

His son, Curt Mast, invented the secret Jägermeister recipe more than 80 years ago.

It took time for Curt Mast to craft the right mix: "too sweet" or a "weak citrus note" would not do.

He finally found it in 1934, when he transformed 56 herbs, blossoms, roots and fruits plus 35% alcohol into a bold new herbal spirit.



MADE FOR HUNTERS

Whoever takes a closer look at Jägermeister – the striking green bottle, the label, or the spirit itself – immediately sees a central theme: nature and the hunt. Curt Mast was a passionate huntsman who dedicated his herbal liqueur to the hunters.

Curt Mast had no trouble finding a name for the new product: he called it Jägermeister (German for “Master Hunter”). A well-known profession at the time due to a centuries-old tradition of hunting.

Not just any symbol, but the legendary stag of Saint Hubertus with the cross in his antlers was chosen for the herbal spirit's trademark.

THE LEGEND HUBERTUS & THE STAG

For centuries, people have told the legend of Hubertus, who was born around 657 AD and lived in what is now France. Hubertus was a passionate hunter. But he was also reckless and didn't always respect the rules of the chase.

One day, as Hubertus was out hunting, a giant white stag appeared with a glowing crucifix between his antlers. Hubertus took the beast to be a sign. He vowed to change his ways and became a devout missionary of the church.

Hubertus is still regarded as the patron saint of hunters.



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."





SO VERSATILE, SO UNIQUE

The unmistakable taste of Jägermeister results from a perfect blend of herbs, spices and citrus notes.

Tangy citrus components like orange peel come together with aromatic herbs such as ginger, star anise and cloves, accompanied by a hint of liquorice.

The Jägermeister's aroma is mildly spicy and balanced – best served as an ice-cold shot at -18° C.



AROMA ADVISOR

With the Aroma Advisor, mixed drink enthusiasts can explore the five base flavours of Jägermeister and create delicious new recipes.



MORE THAN A PRODUCT

Good taste is real CARFTMANSHIP

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 **COMES 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

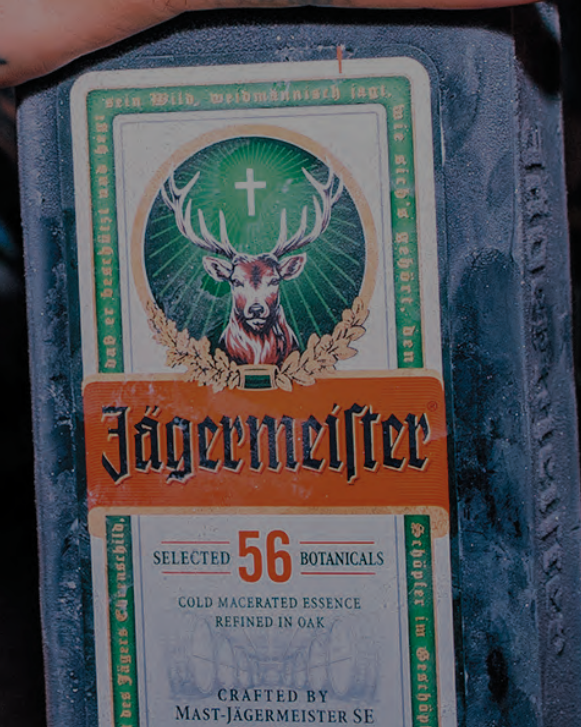
Around 400 giant oak casks are stored in the Wolfenbüttel cellars, where the base ingredients can "breathe" and mature for about one year. Master distillers perform regular checks until each batch acquires the genuine Jägermeister taste.

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



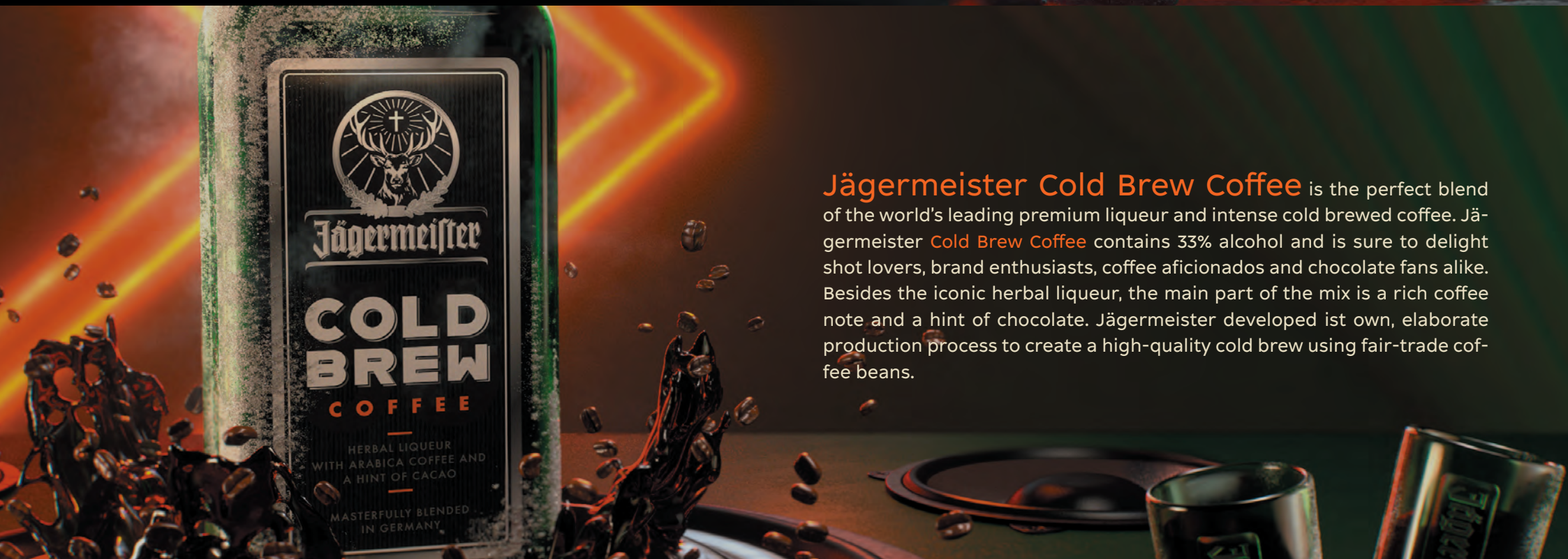
THE JÄGERMEISTER FAMILY

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 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.



ONE WORLD ONE MISSION

The brand's marketing story is just as unique as Jägermeister: a history of bold and unique ideas. Ever since its birth, Jägermeister has been led by people who have dared to forge new paths and rewrite the rules. Its marketing has stayed close to the target group and shaped the spirit of the times.

The focus has always been community: Curt Mast created the herbal liqueur for his fellow hunters. Today, Jägermeister creates the "best nights" for its fans. Far from being a sterile construct, the Jägermeister brand is an attitude that's very much alive. We live it every day, all over the world.



In the 1960s, the company made an important decision: instead of producing a large number of products, it focused on Jägermeister and began to develop its export business in markets such as Austria, Switzerland, the Benelux countries and Denmark.

A lot has changed since then: Over 80 percent of Jägermeister's total sales are now generated abroad.

Today, the largest Jägermeister markets are Germany, the United States, China and Russia.



Jägermeister and music simply belong together. Jägermeister has been actively involved in the music scene since 2001. Because the best nights around the world not only need the perfect shot, but also the right beats.

The new brand positioning or brand world was launched in May 2017. Once a key colour, orange is now only used for accents. Dark greens dominate and the world-famous logo appears in gold. The new positioning emphasises core brand attributes such as irreverence and perfect craftsmanship.

Jägermeister has always been there when there's something to celebrate – at festivals and concerts, in bars or at events.



THE „BEST NIGHTS OF YOUR LIFE“-COMPANY

We work on ourselves and our products every single day. Our company culture is the most essential ingredient to our success. We are social, easy-going and team-oriented. Boldness and the neverending pursuit of unconventional ideas set us apart. Like our herbal liqueur, we are always authentic and truly masterful.

Mast-Jägermeister SE is deeply rooted in the Lower Saxony region of Germany, in the town of Wolfenbüttel – where over 80 years ago Curt Mast first developed the secret blend of 56 herbs, blossoms, roots and fruits that matures in giant oak barrels into the world-famous herbal spirit.

What started in 1878 as a small family company, quickly evolved into a global success story. Worldwide, Jägermeister has around 1,000 employees, and is now in its fifth generation of family ownership. The recipe for success: For decades, the company has struck the perfect balance of tradition and innovation.



**ONE WORLD
ONE MISSION**

With a total sales of 11,6 million 0.7-litre bottles in 2021, Jägermeister is the best-selling herbal liqueur brand. The distinctive green bottle with the stag is distributed in 150 countries.

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.

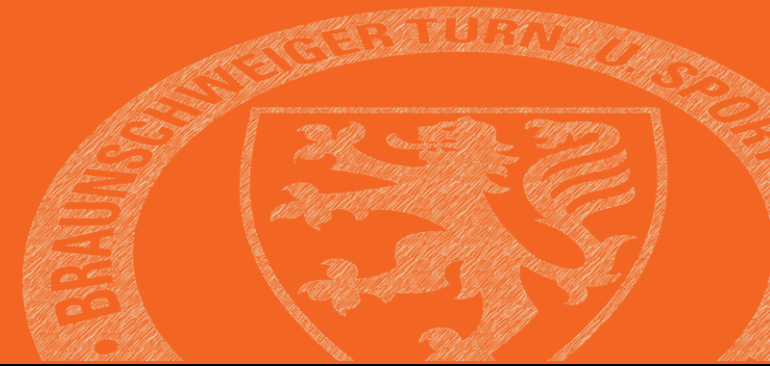
Some of the oak barrels in the Jägermeister cellars are as old as the herbal liqueur itself. To achieve the perfect Jägermeister taste, particularly fine-pored barrels are used.

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.



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.

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

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

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.

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.

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



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