



PRESS RELEASE

# Jägermeister

## NFT collaboration: Jägermeister drops own Genesis HAPE

Wolfenbüttel, 21 June 2022 – Together with the Web3 NFT community HAPE, Jägermeister is giving the NFT community a new true original: the world-famous herbal liqueur is premiering its first Genesis HAPE, styled with signature brand details and a new feature.

The drop marks Jägermeister's entry onto the global NFT stage, allowing the brand to be experienced in a completely new environment, as Sven Schindler, Head of Global Brand Management & Digital Marketing, explains: "As a lifestyle brand, we want to inspire and delight the HAPE community with this NFT collaboration and start developing our Web3 presence. Transforming our authenticity and individuality into unique looks is the perfect link between both our brands and community's."

"Our partnership with Jägermeister is a perfect example of the power and benefit of collaboration in building the Web3 future. Together we are bridging the gap between our physical and digital experiences. As a leading Web3 brand, HAPE brings the expertise in accessing the digital world, while Jägermeister brings a long tradition of delivering incredible live events and entertainment. Together, we are delighting a shared community of fans with more immersive brand experiences that will inspire greater loyalty and engagement for the future of both brands", explains Ste, Co-Founder of HAPE.



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## **Jägermeister x HAPE for Best Nights**

Jägermeister is synonymous with community and the best nights. Beyond exciting new digital items, the Jägermeister HAPE brings an element of innovation to the community, as the first HAPE to feature two different personalities: a cool, street-style day version and a night character with exciting visual effects to start the best nights.

### **Bringing the new HAPE to life**

The launch of the Jägermeister HAPE will be accompanied by social media activities on the global channels of both brands. In addition, a community party in New York is scheduled during the world's leading NFT trade fair "NFT.NYC".

With this entry into the HAPE universe, Jägermeister will gain further opportunities to engage in the metaverse over the coming years.



Caption: The Jägermeister Genesis HAPE features two different personalities: a day and a night version.



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## About Jägermeister

The world-famous herbal liqueur Jägermeister is distributed in 150 countries around the world – but its home is in Wolfenbüttel, Lower Saxony. Only here is Jägermeister produced and distributed by Mast-Jägermeister SE. The world's most successful herbal liqueur has been based on a mysterious recipe of 56 different herbs, flowers and roots for over 80 years. In 2021, with total sales of 111,6 million 0.7-liter bottles, the brand with the stag is the best-selling herbal liqueur in the world.  
Visit <https://www.mast-jaegermeister.de/en>.

## About HAPE

HAPE is a unique Web3 brand launched by Digimental Studio in January 2022 and built on an initial drop of 8,192 HAPES. At the forefront of Web3 innovation, HAPE unites fashion, music and culture and provides progressive, forward-thinking lifestyle and fashion brands a path and platform to enter the Web3 space. As a curator, HAPE is the embodiment of the community's passions and expectations and delivers totally new expressions of style and innovation, providing unmissable moments that surprise, inspire, delight and educate. HAPE sits strongly anchored at the intersection of style, technology and community with a collection of HAPES set to become next-gen fashion and cultural leaders within Web3, the metaverse and beyond.