



PRESSEMITTEILUNG

Jägermeister

Jägermeister sets new standards with CO2-neutral new barrel storage facility in Kamenz, Saxony

26 February 2025 - Mast-Jägermeister SE celebrated the "Richtfest" of its new, CO2-neutral oak barrel storage facility in Kamenz/Saxony with employees and regional partners. A "Richtfest" is a traditional celebration in construction, marking the completion of a building's structure. It's a moment to honor the hard work of everyone involved. The new barrel storage facility is equipped with the latest environmentally friendly technologies, including a solar system and a rainwater management system. The project, which is an investment totalling 17.6 million euros, uses renewable and fully recyclable raw materials such as wood and has been awarded DGNB Gold certification for sustainable construction.

'Sustainability is our new normal. It is an integral part of our corporate philosophy. This project is a key element of our global strategy to act in an environmentally conscious manner while ensuring the quality of our products. The construction of the new barrel storage facility is a clear commitment to our site in Kamenz, which we are constantly developing and modernising,' explains Christopher Ratsch, Member of the Executive Board of Mast-Jägermeister SE.

Architect Jörg Petrick, Code Unique, is pleased with the progress of the project: 'The collaboration with the construction companies is very trusting and reliable. Together, we are working to the highest sustainability and quality standards.'

The construction companies were also selected according to sustainability criteria, with a particular focus on regionality.



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More than three decades after the foundation stone of the Jägermeister plant in Kamenz was laid in 1993, the expansion offers capacity for up to 225 oak barrels or 55 million 0.7-litre bottles of Jägermeister. More than 60 employees work at the Jägermeister location in Kamenz. The barrel storage facility is essential for the production process of the world-famous herbal liqueur. The Jägermeister base material is stored here for several months in huge oak barrels, where it develops its full flavour. The base spirit will continue to be produced exclusively in Wolfenbüttel/Lower Saxony using the traditional maceration process. After bottling, Jägermeister is now exported to more than 150 markets.

The commissioning of the new barrel warehouse is planned for the end of 2025.

Contact

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About Jägermeister

Today's famous premium herbal liqueur was launched 80 years ago by Curt Mast. The recipe of 56 herbs, blossoms and roots has remained unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in northern Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. The family-owned company employs around 1,000 people worldwide.

Since 2020, the brand portfolio now also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.