



## **Sustainable Technology in Bottle Manufacturing**

### **Jägermeister and Ardagh launch world's first emerald green bottles from NextGen hybrid furnace**

**Wolfenbüttel, 16 July 2025** – Mast-Jägermeister SE and Ardagh Glass Packaging-Europe (AGP-Europe) are setting new standards in their long-standing partnership. For over two decades, Ardagh has been producing glass bottles for Jägermeister. Now, both companies are strengthening their collaboration with the goal of significantly reducing the CO<sub>2</sub> impact of the distinctive Jägermeister glass bottle.

"Partnering exclusively with Jägermeister, we're scaling innovation with impact" says Joris Goossens, R&D Project Manager at AGP-Europe. "After successfully producing lower-carbon amber glass in our NextGen Furnace, the next step is to use the same groundbreaking technology to produce green glass - aiming to deliver the first lower-carbon emerald glass bottles to the spirits sector."

With the innovative "NextGen Furnace" project, AGP-Europe has successfully commissioned the first of its kind hybrid melting furnace at its Obernkirchen facility in Germany, which began production at the end of 2023. This advanced hybrid technology, uses 42 bottom electrodes, enabling up to 80% electrical heating. The technology has already been proven in the production of amber glass packaging. Based on the operating parameters of using 60% renewable electricity for glass melting and a recycled content of up to 70%, the carbon impact of amber glass packaging has been reduced by 64%. The solar-power renewable electricity energy comes from a [Power Purchase Agreement](#) (PPA) with [Sunnich Lighthouse GmbH](#) and parent company ENERPARC AG, in Germany.

"The signing of a contract for up to 14 million 70cl bottles from the NextGen Furnace in Obernkirchen is a milestone in our long-standing partnership with Ardagh Glass Packaging. The production of our green Jägermeister bottles with this new technology aims to reduce CO<sub>2</sub> emissions by an envisaged 64 % per



bottle<sup>1</sup> which, if achieved, will directly contribute to our sustainability goals," explains Carsten Doliwa, Vice President Procurement at Mast-Jägermeister SE.

Jägermeister is aware that the majority of CO<sub>2</sub> emissions occur in Scope 3, in areas not directly controlled by its own operational activities. The company is working intensively to find solutions to reduce emissions in these areas and thus make its contribution. Therefore, it is also a sustainability goal of Mast-Jägermeister SE to reduce CO<sub>2</sub> emissions from primary packaging by 50% by the end of 2030. Since bottle production accounts for more than 30% of Jägermeister's total emissions, this cooperation is a crucial step towards achieving this goal.

"The collaboration with Ardagh Glass Packaging aims to demonstrate how climate protection and brand identity can be combined through technology. We are proud of this collaboration. Since more than 90% of our emissions occur in the supply chain, this cooperation is a key lever in progressing our ambitious climate goals," adds Christopher Ratsch, member of the Executive Board of Mast-Jägermeister SE.

<sup>\*1</sup> Based on amber glass production - actual carbon reduction numbers to be verified following green glass production.



## PRESS RELEASE

### Contact

Mast-Jägermeister SE  
Anna Heilmann  
Global Corporate Communications  
Tel.: +49 5331 81-0  
E-mail: [presse@jaegermeister.de](mailto:presse@jaegermeister.de)  
Website: [www.mast-jaegermeister.com](http://www.mast-jaegermeister.com)

### About Jägermeister

Today's famous premium herbal liqueur was launched 90 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 Kamenzen 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.

### About Ardagh Glass Packaging

Ardagh Glass Packaging (AGP) is a leading supplier of sustainable and infinitely recyclable glass packaging. Ardagh Glass Packaging operates 37 production facilities in North America, Europe and Africa and employs approximately 13,000 people and has recorded revenues of \$4.2 billion in 2024.