



PRESS RELEASE

Jägermeister × Mayumi Yamase: Abstract Art Meets an Iconic Bottle

Limited Edition – only 560 bottles worldwide

Wolfenbüttel, May 19, 2026 – Jägermeister launches an Artist Edition that will resonate with art and design enthusiasts alike: internationally acclaimed Japanese artist Mayumi Yamase reinterprets the iconic Jägermeister bottle in her signature soft, organic and poetic visual language. Only 560 individually numbered bottles will be released worldwide – a deliberate reference to the 56 herbs that define the original recipe. Presented in a premium design box, the bottle exists at the intersection of art object, design piece and collector's item.

Why this drop matters right now

Yamase's aesthetic captures the cultural moment: soft forms, intuitive gestures and subtle femininity – a conscious departure from the traditionally masculine spirits aesthetic. For an urban, design-savvy audience that collects, curates and understands culture as lifestyle, the edition becomes a highly Coveted must-have.

The artistic concept

The artist transforms key elements of the classic Jägermeister front label: the iconic stag appears as a free brushstroke, the wordmark becomes sketch-like and soft, while organic color transitions reflect her intuitive visual language. The bottle's iconic recognizability remains intact, yet the result is a more emotional, poetic interpretation. For interior, fashion and design enthusiasts, this is far more than a simple label update.

Soft brushstrokes for an icon

Mayumi Yamase is part of a new generation of contemporary Japanese artists whose work moves fluidly between abstract painting, figurative fragments and spontaneous gestures.

"I wanted to give the iconic bottle a new, intuitive lightness – something feminine, without losing its core. The stag is a powerful symbol. My brushstrokes make it more organic and softer, almost like a sketch of a memory," says Yamase.

Her work has been exhibited in Tokyo, London and Singapore; she is deeply rooted in both subcultural and artistic scenes and is highly regarded by creatives worldwide.



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Jägermeister and Yamase are united by a shared mindset that challenges visual boundaries and opens up cultural space. The brand has acted as a cultural platform for decades. "Jägermeister has been actively engaged in art and cultural scenes for many years. With Mayumi Yamase, we share the belief that creative freedom is the source of cultural momentum. This edition shows how we can open new aesthetic perspectives together – and that Jägermeister is a brand that doesn't just participate in cultural marketing, but actively shapes it," says Christian Suding, Teamlead Global Brand Marketing & Collabs at Mast-Jägermeister SE.

The story behind the collaboration – creative freedom as a mindset

For decades, Jägermeister has collaborated with creatives from art and music, viewing artistic freedom as an integral part of the brand's identity. The Artist Edition continues this approach by demonstrating how versatile the iconic bottle design can be. Yamase's concept: the bottle as a "living object" capable of absorbing movement, texture and emotion. Her artistic signature shapes the edition's entire visual sensibility.

Edition size & availability

Only 560 bottles are available worldwide. Each bottle is individually numbered; the box includes an artist profile and the exclusive edition number (X/560). The result is a highly collectible piece, particularly for limited-edition enthusiasts.

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About the artist Mayumi Yamase

Mayumi Yamase was born in Tokyo, raised in the United States, and studied Fine Art at the University of the Arts London and Chelsea College of Arts. She is known for abstract painting and soft sculptures that oscillate between reality and intuition. Her work has been exhibited in Tokyo, London and Singapore, and she has previously collaborated with brands such as Comme des Garçons and Nike.

About Jägermeister



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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 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.