



Jägermeister introduces premium sneaker “The Curt”

In collaboration with Flowers for Society

Wolfenbüttel, August 5, 2026 – Jägermeister is introducing “The Curt”, its first independently developed sneaker. Following the successful launch of the community sneaker “The Deer” in 2025, the company is continuing and expanding its collaboration with German and Hamburg-based label Flowers for Society. The new premium sneaker was designed together with FFS founder and sneaker visionary Till Jagla and combines iconic design with high-quality European production.

A tribute to company founder Curt Mast

The name pays tribute to Jägermeister inventor Curt Mast, who developed the legendary recipe for the herbal liqueur more than 90 years ago. Conceived as a premium sneaker, “The Curt” stands for quality, character and attention to detail – values that have always been embodied by Jägermeister itself. Designed as a premium sneaker it reflects the same commitment to quality, craftsmanship and attention to detail that has long characterised the Jägermeister brand.

The design draws inspiration from Jägermeister’s distinctive visual identity and is available in two colourways: White/Orange and Orange/White.

Made in Europe – produced to meet demand

“The Curt” is produced in Portugal together with the Hamburg-based sneaker label Flowers for Society. The model follows a demand-driven production approach designed to avoid overproduction. Manufacturing takes place in Portugal, while short transport routes and responsible sourcing are key elements of the collaboration.

A new addition to the Jägermeister merch collection

With “The Curt”, Jägermeister is expanding its merch collection with a premium sneaker model and further strengthening its lifestyle positioning.

“Lifestyle products have become an increasingly important touchpoint for consumers to engage with brands beyond their core offering. For Jägermeister, they represent an opportunity to further develop the brand in a way that feels authentic and relevant. Together with Flowers for Society, we have created a product that translates our brand identity into a premium lifestyle experience,” says Sven Schindler, Director Global Brand Marketing at Mast-Jägermeister SE.



The sneaker will be available from August in the German Jägermeister online shop.

Design expertise from Flowers for Society

Flowers for Society is a community-driven sneaker brand built around a more considered approach to product development, production and distribution. Co-founder Till Jagla, who has helped shape the international sneaker scene for decades, brings his network, design aesthetic and commitment to transparency and responsible production to the project.

The result is a premium sneaker that combines Jägermeister's brand heritage with Flowers for Society's design expertise and manufacturing know-how.

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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 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.