PRESS RELEASE

Hot Instead of Ice-Cold: Jägermeister Winter Edition Now Available in Additional European Markets

Wolfenbüttel, October 26, 2026. Following its successful launch in Germany and Poland last year, Jägermeister is expanding Winter Edition into additional European markets. Since October 2026, the seasonal product variant has also been available in Austria, the Czech Republic, Slovakia, and Hungary.

"Jägermeister is primarily enjoyed ice-cold around the world. With Winter Edition, we complement this serving ritual with a seasonal variant for the colder months. The successful launch in Germany and Poland has demonstrated strong consumer interest in the product. We are therefore pleased to make Winter Edition available in additional European markets," says Gunar Splanemann, Senior Director Global Innovation & Portfolio.

Jägermeister Winter Edition is based on the brand's traditional recipe and refined with winter spice notes such as vanilla and cinnamon. With an alcohol content of 25% ABV, it can be enjoyed neat at room temperature or served warm as a Hot Serve with hot apple juice.

Jägermeister Winter Edition is available in selected markets in a 700ml bottle through off-trade retail channels and selected e-commerce platforms. Availability may vary by market.

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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.