



Third Award for #SAVETHENIGHT Limited Edition by Jägermeister

Wolfenbüttel / Montabaur, 10th of May 2023 | The limited #SAVETHENIGHT bottle from Jägermeister is well received: The recently awarded gold medal in the special category "Marketing" at the WorldStar Awards 2023 is already the third award for the limited edition. The bottle was launched in 2021 in 24 markets as a symbol for the new start of nightlife.

In terms of production technology, there are several innovations in the process used by the glass experts from DECO GLAS GmbH: for the first time, thermochromic colors could be applied directly to a glass packaging. The reaction temperature can be individually applied and enables the iconic brand elements to be displayed at -18°C , which is the perfect serving temperature for Jägermeister. The technology sets new standards in the design of packaging glass and offers customers a new consumer experience.





The project was implemented on behalf of Mast-Jägermeister SE together with DECO GLAS GmbH and the design agency Mutter from Hamburg. Previous awards include the German Packaging Award 2022 and the Worldstar Global Packaging Award 2023.



„During the Pandemic, we developed this particular bottle to support nightlife actors by giving part of the proceeds directly to the artists”, says Wolfgang Moeller, Senior Vice President, Global Brand Marketing at Mast-Jägermeister SE.

Nightlife continues to face enormous challenges worldwide. That's why Jägermeister is committed to preserving nightlife in the long term with #SAVETHENIGHT and addresses pressing matters such as inclusion, safety and diversity in nightlife. Through the global fund, which will be launched again in 2023, the brand calls for innovative project ideas that have the potential to positively influence nightlife and thus sustainably improve, preserve, and promote it. Detailed information can be found online at www.save-the-night.com.

About Jägermeister

Today's most famous premium herbal liqueur was launched in 1935 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. In 2022, the brand with the stag was the world's best-selling herbal liqueur, with total sales of 120.7 million 0.7-litre bottles

About #SAVETHENIGHT

Since the initiation of the #SAVETHENIGHT project in April 2020, Jägermeister has already supported more than 1,500 creatives and 1,200 projects in over 60 countries. The goal of #SAVETHENIGHT is to make nightlife a better place worldwide - today and in the future. To achieve this, Jägermeister brings artists and nightlife fans together via the platform www.save-the-night.com.

About DECO GLAS GmbH

DECO GLAS specializes in the decorative and functional finishing of packaging glass. An established player in the European glass and packaging industry, the company exports products to more than 30 countries.



Around 150 employees work on site in Montabaur, Germany, and ensure that more than 150 million bottles and glass containers are processed into high-quality glass packaging every year. Renowned customers from the beverage, food, and pharmaceutical industries rely on the company's experience and expertise. Thanks to outstanding technologies for printing, coating, sleeving, and labeling, in-house designers, an innovative spirit, and 50 years of experience, DECO GLAS develops premium solutions for glass and ceramic products found on shelves worldwide.

About WPO

World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is "Better quality of life through better packaging for more people". The complete list of winners are available both in WorldStar or WPO webpages – www.worldstar.org or www.worldpackaging.org – and they will be awarded in a Gala Ceremony on May 06, during Interpack 2023, in Düsseldorf (Germany). At the same occasion, WPO will announce the winners for the special categories - President's Award, Sustainability Award, Marketing Award and Packaging that Saves Food Award.

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