



## **ANOTHER MULTIMILLION INVESTMENT: JÄGERMEISTER INAUGURATES NEW BOTTLING LINE**

Wolfenbüttel, 13 March 2024 - Mast-Jägermeister SE is investing 6.3 million euros in the bottling line 4, a bottling line for miniature bottles, at its bottling plant in Wolfenbüttel-Linden. After almost 30 years in operation, it was time to replace the previous technology with a modern system to ensure greater process stability. Using the new Line 4, the herbal liqueur producer fills the so-called Mini Meister in 20, 40, 50 and 100 ml sizes. The technological leap has significantly optimised and simplified the work processes of around 100 employees.

Improvements include the new quick-change system, that allows the machine to be quickly adapted to the different bottle sizes. This ensures maximum flexibility and efficiency as well as stable processes. In addition to bottling, a new innovative packaging machine will also bring this section of Line 4 up to the latest technological standards.

"This investment is a strong commitment to our home base in Wolfenbüttel," said Christopher Ratsch, member of the Executive Board, at the opening ceremony.

"With the introduction of the new Line 4, we are responding to the continuing high demand for Jägermeister. To ensure that we can continue this success story in the future, we are focusing on modern technology and sustainable business practices. Today's opening of Line 4 marks a milestone and I am proud that we can celebrate this with the entire team."

Line 4 fills bottles for the Jägermeister home market Germany as well as for international markets such as Austria, Poland, the USA, or China.

Last year, the company invested several million euros in expanding its Wolfenbüttel and Kamenz sites to increase production capacity. Both construction projects started at the end of 2023 and are expected to be completed in 2025.



## **Contact**

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## **About Jägermeister**

Today's most famous premium herbal liqueur was launched 80 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. 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 [9,4 mio. 9-litre cases]. 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.