



PRESS RELEASE

Jägermeister

FOR MORE ENGAGEMENT WITH GEN Z: JÄGERMEISTER PARTNERS WITH GLOW

Wolfenbüttel/New York, March 20, 2024 – Jägermeister, the worldwide leading premium herbal liqueur, is partnering with GLOW, a New York-based creative agency. Together they will focus on community-driven content and brand initiatives that emphasize the purpose of Jägermeister: “BEST NIGHTS OF YOUR LIFE – TODAY AND TOMORROW”. The partnership aims to strengthen the global social media presence of Jägermeister.

"As a lifestyle brand, we put culture and community first," said Kat Geborys, Digital Marketing Manager at Jägermeister. "Together with GLOW, we want to authentically connect with Gen Z, inspire them with unique, value-driven content and create unforgettable BEST NIGHT experiences in the digital space. We are confident that GLOW's social media expertise and creative ideas fit perfectly with this vision and that we are embarking on a new chapter in our digital journey."

"We are incredibly excited for the opportunity to partner with an iconic brand like Jägermeister to engage a new generation of fans around the world," said Howie Kleinberg, President of GLOW. "GLOW's sweet spot is launching best-in-class social for best-in-class brands, which Jägermeister clearly is."

The agency was appointed following a competitive pitch process. The first content from GLOW will appear on Jägermeister's global social media channels in early April.

The management of the social media channels of Mast-Jägermeister US and Mast-Jägermeister UK remains unaffected by the global agency change of Mast-Jägermeister SE.



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Contact

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About GLOW

For 25 years, GLOW has helped the world's leading brands realize their authentic cultural point-of-view and build the community, content, and connections that drive business results. GLOW's team of experts is paving the way for brands to activate a new level of fandom, across both digital and IRL communities. GLOW's creative work can be seen across clients like HBO, Spotify, The Roku Channel, and NBA.

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.