



PRESS RELEASE

**Jägermeister**

## **Hubertus Circle: Jägermeister Scholarship 2024**

**Young bartenders can now apply for the mentoring programme**

**Within the international bartender network Hubertus Circle, Jägermeister has been supporting the international bar culture and promoting talented bartenders for many years. The coveted international Jägermeister Scholarship x Virtual Edition is now entering the next round: young, talented bartenders can now apply.**

As part of the Hubertus Circle, the Jägermeister Scholarship offers young bartenders an exclusive opportunity to develop their bar culture skills, learn from high-professional mentors and exchange ideas. From 22 April to 27 May 2024, interested bartenders can apply via the Hubertus Circle website ([www.hubertuscircle.com](http://www.hubertuscircle.com)). Applicants should be between 21 and 35 years old and live in one of the 18 Hubertus Circle countries.

The three-month mentoring programme will run from September to November 2024. The meetings will take place digitally, allowing the bartenders to continue working in their businesses. Jägermeister Global Brand Ambassador Nils Boese will provide regular support to the participants. Other international experts will also share their knowledge at the masterclasses in form of keynotes and workshops. Creative challenges and project assignments are also part of the Scholars' curriculum. "With the Jägermeister Scholarship we can accompany and support young bartenders on their career path and create unforgettable experiences. The groups support each other far beyond the scholarship and form an important network for the bartenders," says Nina Eggeling, Manager Global Culture & Experiential Marketing, Mast-Jägermeister SE.

Lisa Kangas, Soittoruokala Karoliina from Kotka, Finland, took part in the 2023 scholarship and looks back: "The scholarship isn't just about learning a lot about Jägermeister and how to be a great bartender. It's also about making new friends! We had such inspiring and cool masterclasses, e.g. about Jägermeister and how to make your own bitters, what makes an exceptional mixologist and



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how to run a cocktail bar. I highly recommend attending the Jägermeister Scholarship."

Interested parties can follow the entire scholarship on the Hubertus Circle website and on the Instagram channel (@hubertus\_circle\_).

Find out more about the Jägermeister Scholarship and how to apply at [The Scholarship - Hubertus Circle](#).

## 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.

## About Hubertus Circle

The Hubertus Circle is an international bartender network initiated by Jägermeister. Since its inception in 2011, participants have grown together to form a strong community. Members from all over the world support each other, work together and learn from each other. The Hubertus Circle was founded in Germany and has international branches in Australia, Austria, Czech Republic, Denmark, Finland, France, Great Britain, Ireland, Israel, Norway, Slovakia, Sweden, Switzerland, Turkey, South Africa, the USA and the United Arab Emirates.