



PRESS RELEASE

Jägermeister

Jägermeister defines new brand colours with Pantone

Limited design packs in "Herbal Green" and "Culture Orange"

- **First-ever monochrome bottle design for the iconic herbal liqueur**
- **Online exclusive: Limited Pantone design packs in presale from 9 September**

Wolfenbüttel, Germany, 3 September 2024 – To celebrate their creative partnership with Pantone®, Jägermeister is presenting limited design packs with unique items in the brand's new signature colours, "Herbal Green" and "Culture Orange". The two strictly limited editions centre around the iconic Jägermeister bottle, which appears for the first time in a monochrome design with an elegant, matt finish and a Pantone colour label. The bottles deliberately forgo front or back labels, in a move to underscore their minimalistic design. For the exclusive design packs, the bottle is combined with matching shot glasses packaged in a Pantone colour tin and paired with a unique item from the Jägermeister brand world for each colour edition. The orange edition spotlights a memorable Jägermeister race car design with a Porsche 911 Carrera RSR in 1:43 scale. The green version features an exclusive stag's head spout.

From 9 September 2024, a limited edition of 560 design packs in each colour will be available in select Jägermeister online shops worldwide and in travel retail. The price is 199 euros each (RRP).

Brand colours redefined

In collaboration with the Pantone Color Institute™, Jägermeister's signature brand colours were redefined, standardized, and licensed. The universal Pantone colour codes will ensure the global colour palette of Jägermeister. "Herbal Green" and "Culture Orange" underpin the visual identity of the internationally recognized spirit manufacturer. They embody the duality of Jägermeister, one might call them the "yin" and "yang" of the brand – two opposites that, together, create a balanced



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whole. A brilliant and intense orange stands for the brand's passion for best nights and the urban face of Jägermeister. Deep green symbolizes a profound respect for nature, natural ingredients, and the craftsmanship that goes into creating the premium product.

"Jägermeister has always combined deep roots in nature with the joy of celebrating community and experiencing best nights. The creative partnership with Pantone captures these two sides of Jägermeister perfectly. This evolution of the core colours connects our two brand worlds with all their diversity and nuances. 'Herbal Green' and 'Culture Orange' embody the full character of our shot brand", says Sven Schindler, Head of Global Brand & Digital Marketing at Mast-Jägermeister SE.

Commercial edition available from October in select markets

Starting in October, Jägermeister will present an additional commercial edition in green and in orange, to properly celebrate the two new brand colours with a wider audience of consumers. For the first time, the 0.7-litre Jägermeister bottle will be available in the brand colours "Herbal Green" or "Culture Orange", sold at food retailers.

#cultureorange

#herbalgreen

#jägermeister

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About Jägermeister



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Today's 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. 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 Pantone

Pantone provides the universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce certified Pantone values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at www.pantone.com and connect with Pantone on Instagram, Facebook, and LinkedIn.