PRESS RELEASE

JÄGERMEISTER X FLOWERS FOR SOCIETY: A COLLABORATION THAT CELEBRATES COMMUNITY AND CREATIVITY

Wolfenbüttel, March, 2025 – Jägermeister and the innovative sneaker brand Flowers for Society (FFS) join forces to present one of the most exciting sneaker collaborations of the year: **"The Deer."**. This limited-edition shoe embodies the shared values of both brands—bold creativity, a deep respect for quality, and a commitment to their communities.

A Sneaker Created by the Community, for the Community

"The Deer" sneaker is a bold fusion of heritage and contemporary streetwear culture. The collaboration kicked off in October 2024 with a design competition on Discord and Instagram, inviting sneaker enthusiasts from around the world to contribute their creative ideas to the community. With over 400 submissions, the winning design, 'The Deer', was selected through a public vote and embodies the shared values of both brands. Featuring a sleek silhouette with earthy tones inspired by Jägermeister's iconic herbal green and cultural orange brand colours, premium materials and intricate detailing, this limited-edition sneaker seamlessly blends craftsmanship with cultural storytelling.

"The future of sneaker culture lies in community power," states Till Jagla, Founder of Flowers for Society. *"This collaboration proves that collective passion creates something truly special."*

In an era where brands need to engage meaningfully with their audiences, Jägermeister and Flowers for Society are setting a new standard. *"Community is at the heart of everything we do. This project is a testament to how brands can build authentic connections through collaboration and shared values,"* says Sven Schindler, Head of Global Brand & Digital at Jägermeister.

The Future of Sneaker Culture

FFS is known for its commitment to sustainability and transparency in sneaker production. "The Deer" is produced on demand to minimize waste and overproduction. This approach aligns with FFS's mission to revolutionize sneaker manufacturing by reducing environmental impact and promoting ethical production practices.

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"The Deer" will be available from March in limited quantities in Germany, Czech Republic and selected markets. The Jägermeister and FFS platforms offer additional exclusive insights.

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About Jägermeister

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.