



PRESS RELEASE

Jägermeister

Jägermeister MANIFEST gift packaging wins Red Dot Design Award

Wolfenbüttel, 8 July 2025 - The premium gift packaging for Jägermeister MANIFEST has won the internationally renowned Red Dot Award in the packaging category. The prize was awarded for the design concept, which impresses with its exclusive design, high functionality, and emotional appeal on the shelf.

The gift pack for the world's first super-premium herbal liqueur Jägermeister MANIFEST combines the highest quality materials with an eye-catching, haptically unusual surface. The packaging emphasizes the use of sustainable materials: It consists of an innovative foam based on natural raw materials such as potato starch and cellulose fibres. This material is biodegradable and recyclable. Copper and black accents emphasize the premium character of this extraordinary product and make the herbal liqueur a real eye-catcher - at the point of sale and as a gift. The deliberate departure from conventional shelf designs gives the Jägermeister MANIFEST Gift Pack exactly the attention in retail that the super-premium variant with 2.5 times the herbal flavour deserves.

'We wanted to create an experience with the MANIFEST Gift Pack - and make a real statement about design, quality and brand character,' says Holger Ruhs, Head of Global Trade Marketing at Mast-Jägermeister SE.

International success in retail

The Manifest Gift Pack was available in e-commerce and retail in the Polish, Bosnian, Romanian and Hungarian markets in 2024 and 2025, where its visual presence on the shelf made it a hit. Smart features complement the packaging: an integrated QR code leads consumers to background information about the product and production. Personal messages can also be added via customizable gift tags - an added value in gift communication.



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The Red Dot Award recognizes Jägermeister's design strategy, which focuses on strong visual differentiation, innovative brand management and clear premium positioning.

About the Red Dot Award

The Red Dot Award is one of the most important design competitions in the world. The award stands for the highest design quality and is presented annually in various categories by an independent jury of experts.

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About Jägermeister

Today's famous premium herbal liqueur was launched 90 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.