



**PRESS RELEASE**

**Jägermeister**

## **JÄGERMEISTER CELEBRATES 90 YEARS WITH LIMITED RETRO EDITION AND ANNIVERSARY CAMPAIGN**

### **Company highlights historical roots and cultural development of the brand**

Wolfenbüttel, Germany (September 2025) – In celebration of its 90th anniversary, Jägermeister is introducing a Limited Retro Edition bottle and a global anniversary campaign. Both, the Limited Edition and the campaign, honor Jägermeister's evolution from a herbal liqueur, once created for hunters, to a globally recognized symbol of timeless taste, quality, and cultural relevance.

### **Retro Edition brings the brand's rich history to life**

The Limited Retro Edition revives key elements of the brand's early packaging. Inspired by the first Jägermeister bottle designed by Curt Mast, it features white glass, a square shape, the historic label design, a matching retro-style cap and an authentic glass embossing on the back of the bottle as an additional special detail. The Retro Edition is a tribute to living brand heritage – and a true eye-catcher. Depending on the market, it will be available in stores and online in more than 30 markets worldwide from September 2025.

Curt Mast, the Jägermeister inventor, not only created the secret recipe with 56 botanicals, but also decided on the iconic square-shouldered bottle. The famous legend: He tested its durability by dropping it on his own oak floor – a practical origin for what would become a visual icon.

"The original bottle design reflects a combination of utility and practicality," says Fabian Fischer, Senior Global Innovation Manager. "It was designed for function – and became one of the most recognizable bottles visible on bar shelves in over 150 countries all over the world, a timeless icon."

### **Tasty Time Travel: A campaign across nine decades**

The anniversary campaign, launched in parallel, invites consumers on a journey through the brand's defining milestones. Jägermeister has made its mark on the cultural zeitgeist of the last 90 years: From early hunting traditions to iconic advertising, from its involvement in sports culture to its long-standing ties to music, nightlife and the festival scene. The campaign explores these touch points through visuals, storytelling and digital formats.



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### **A look back – and a step forward**

"For 90 years, Jägermeister has been part of countless shared experiences and "cheers" moments," says Florian Carl Eisenblätter, Senior Manager Corporate History. "What's interesting is not only what has changed, but also what has stayed the same – a sense of community, a distinctive attitude and a deep understanding of its audience – whatever the decade. This instinct will continue to guide the brand."

While the bottle and campaign harken back to earlier decades, the brand continues to focus on the future. Its unchanged herbal recipe and awareness of cultural developments are central to its longevity and have made Jägermeister a true original.

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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.