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Next Generation Bartending: Jägermeister Backs Global Talent

Wolfenbüttel, 8 September 2025 – The international bartender mentoring program “Jägermeister Scholarship” kicks off its 13th year with a symbolic milestone: 13 bartenders – three more than in previous years – have been selected from over 100 global applications. The program aims to support young talent in their professional and personal development while connecting them to a global network.

Eligible applicants were aged between 21 and 35 and actively working in a bar in one of the 18 countries with an active Hubertus Circle community. Candidates were evaluated by an internal jury based on professional expertise, creativity, and community spirit. This year's selection process was more competitive than ever – the level of talent was exceptional.

Namibia is represented for the first time, marking the program's growing international reach. Germany and Ireland are particularly well represented, each with two scholars – both countries are among the most active communities in the Hubertus Circle.

“The scholarship is a fantastic opportunity to accompany young bartenders on their career path and support them along the way. It creates not only unforgettable experiences but also a strong network that lasts far beyond the program itself,” says Nina Eggeling, Senior Manager Global Culture & Experiential Marketing at Mast-Jägermeister SE.

The three-month program (September to November 2025) is held entirely online, allowing participants to continue working in their respective bars. It features masterclasses and keynotes from leading industry figures, including Marian Beke, owner of The Gibson in London and Berlin; Edvinas Rudzinskas, founder of CocktailsForYou and expert in global cocktail trends and digital storytelling; and Cassandra Eichhoff, Principal of the European Bartender School in Cape Town and



PRESS RELEASE

Jägermeister

Hubertus Circle member, who shares insights into small business management in today's hospitality landscape. Throughout the program, scholars also take part in creative challenges and receive ongoing mentorship from Nils Boese, Global Brand Ambassador at Jägermeister. "We're not just here to sharpen skills – we want to give participants the confidence and inspiration to shape their own path in the bar world," says Nils Boese.

Upon completion, all participants will join the Hubertus Circle – Jägermeister's international bartender community with more than 200 members. Activities and updates throughout the program can be followed on Instagram:

https://www.instagram.com/hubertus_circle_

The 13 Scholars of 2025:

Steeve Naim (Natanya, Israel), Melvin Duharte Gonzalez (Graz, Austria), Tamara Gaoses (Windhoek, Namibia), Ryan Vyse (London, UK), Joey Gleitsmann (Dresden, Germany), Stefi Fletcher & Sadhbh O Dalaigh (Dublin, Ireland), Brian Kemani (Nairobi, Kenya), Emma Kleemann (Hamburg, Germany), Nikol Tomišková (Prague, Czech Republic), Julia Duyvejonck Frøberg (Aarhus, Denmark), Erdem Taşkıran (Ankara, Turkey), Caitlin Crockart (Johannesburg, South Africa).

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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.



PRESS RELEASE

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About the Hubertus Circle

The Hubertus Circle is an international network of bartenders, initiated by Jägermeister. Since its foundation in 2011, it has grown into a strong community. Members hail from all over the world – they support each other, work together, and learn from one another. At regular meetings, workshops, events, and excursions, they swap ideas and learn to use new tools and skills, as well as meeting new and old friends. The Hubertus Circle currently has active communities in Norway, Finland, Sweden, Denmark, Austria, Switzerland, Slovakia, the Czech Republic, Ireland, the USA, the Netherlands, Spain, the United Kingdom, France, South Africa, Australia, Israel, Kenya, Namibia, UAE and Germany.