



PRESS RELEASE

Jägermeister

Jägermeister Winter Edition

Mulled wine is a thing of the past. Cozy winter evenings will be spicy and warm.

Wolfenbüttel, October 8, 2025 – Just in time for the cold season, Jägermeister is launching its Winter Edition. The seasonal edition will be available in Germany and Poland starting October 2025. It is based on the traditional Jägermeister recipe with 56 herbs, blossoms, roots, and fruits, refined with winter spices such as vanilla and cinnamon.

This spice mix gives the herbal liqueur a mild, sweet taste, perfect for cozy winter evenings. With an alcohol content of 25% vol., the Jägermeister Winter Edition can be enjoyed both neat at room temperature or mixed with hot apple juice - a delicious alternative to mulled wine. This edition is a revival of the popular "Winterkräuter" from 2013 to 2016.

Jägermeister Winter Edition is available only during the cold season in a 0.7-liter bottle in off-trade and e-commerce.

Gift Tip: The Jägermeister Winter Edition also makes a great gift during Advent, for example, paired with beautiful glasses and a candle.

Serving Recommendation: For a warming drink, we recommend combining it with hot apple juice. Heat 50 ml Jägermeister Winter Edition with 100 ml cloudy apple juice in a pot and then pour into a cup. Optionally, garnish with an apple slice and a cinnamon stick.

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About Jägermeister



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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.