



## PRESS RELEASE

# The Grand Finale of the MeisterHunter Competition 2025 Has Its Champion

**London, 19 November 2025** – The stage was set at the iconic Stereo Covent Garden in London, where the world's top bartenders gathered for the ultimate showdown. After months of fierce national contests, nine finalists from eight countries competed for the coveted title. In the end, Anna Lakner from Finland captivated the judges with an extraordinary cocktail creation, earning the title *Meister Hunter 2025* and a £3,000 prize. Second place went to Jakub Baštinec from Czechia (£1,000), while Mateusz Szuchnik from Poland claimed third (£500).

Since its inception in 2018, the MeisterHunter Competition has evolved from a small local event into a truly global platform for bartending talent. This year marked a milestone: three new markets joined the competition, and with nearly 300 applications, 2025 set a record for entries—a clear testament to its growing influence in the international bar scene.

At the heart of the competition is Jägermeister Manifest, the super-premium herbal liqueur whose complex flavor profile inspires exceptional creativity. The goal is simple yet ambitious: to unite bartenders from around the world, celebrate craftsmanship, and foster exchange within the global bar community. The live finale is the highlight, where finalists present their creations before an esteemed jury and an audience of industry leaders. The winner also earns a place in the Hubertus Circle, Jägermeister's global bartender network.

This year's jury featured some of the industry's most respected voices: Simon Webster (*Barlife UK*), Elliot Ball (*Murder Inc, Cocktail Training Co*), Stu Bale (*The Crucible*), Niall Webster (filmmaker), Florian Beuren and Nina Eggeling (*Jägermeister*).

Florian Beuren, Global Brand Ambassador at Jägermeister summed it up perfectly: *"The 2025 MeisterHunter Competition showcased an incredible level of talent and passion. Every finalist brought a unique interpretation of Jägermeister Manifest to life, pushing the boundaries of creativity."*

For more highlights and behind-the-scenes impressions, visit Instagram: <https://www.instagram.com/meisterhunter/>



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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.