



PRESS RELEASE

Jägermeister invests EUR 17.6 million in new barrel storage in Kamenz, Germany

Kamenz, April 23, 2026 - With the opening of its new barrel storage, Mast-Jägermeister SE has completed the construction phase of a key infrastructure project. The new facility creates additional capacity for a crucial step in the production of the herbal liqueur and was planned and implemented in line with the company's sustainability strategy. This milestone underscores Jägermeister's long-term commitment to the Kamenz site, located close to the Polish border.

Jägermeister has invested €17.6 million in the new barrel storage. The aim of the project is to future-proof barrel storage — an essential step in the production process — making it robust, efficient and fit for the long term. From the very beginning, the Jägermeister base spirit has been matured in large oak barrels. This aging process is a key driver of quality for the world-renowned herbal liqueur and plays a decisive role in shaping its sensory profile. The new facility, covering an area of 5,000 square metres, provides capacity for up to 225 additional barrels.

“We are deliberately investing in our production base. The new barrel storage strengthens the quality and resilience of our supply chain and creates the conditions for continued growth from within,” says Michael Volke, Chairman of the Executive Board of Mast-Jägermeister SE.

With the new barrel storage, Jägermeister translates its company-wide sustainability strategy into a tangible infrastructure project. The building has been equipped with innovative technologies, including a photovoltaic system, a rainwater management system and a predominantly timber-based construction. These solutions are designed to ensure efficient use of energy and resources. The concept has already been awarded DGNB Gold pre-certification for sustainable building.

The Kamenz site is firmly embedded in Jägermeister's production network and complements the company's headquarters in Wolfenbüttel. “As a family-owned company, we think in generations. Our ambition is to combine economic growth with ecological responsibility. That is why we invest where we see long-term perspectives. The new barrel storage is another clear



PRESS RELEASE

commitment to Kamenz as a production site,” says Florian Rehm, entrepreneur and majority shareholder of Mast-Jägermeister SE.

This construction project is one of the herbal liqueur producer’s largest investments in recent years and underlines its commitment as an employer for more than 60 employees in the region.

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About Jägermeister

Today’s famous premium herbal liqueur was launched 90 years ago by Curt Mast. Our methods for manufacturing this original, based on 56 herbs, blossoms and roots, remain unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in Lower Saxony, 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. In addition to the original, the Jägermeister brand includes the following products: Orange, Manifest, Cold Brew Coffee and the Seasonal Winter Edition. The family-owned company employs around 1,000 people worldwide.

Since 2020, the international portfolio also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.

About 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.