



## **MeisterHunter Competition 2026 goes global**

### **Jägermeister expands cocktail competition beyond Europe for the first time**

**Wolfenbüttel, June 17 2026** – The MeisterHunter Competition is now open for entries for its 2026 edition, marking a key step in its evolution. Alongside established markets including Germany, Austria, Poland, Finland, the United Kingdom, Ireland, Czechia and Slovakia, the competition expands into new territories this year, with Switzerland, and South Africa joining the line-up. The addition of South Africa takes the format beyond Europe for the first time. Since its launch in 2018, the competition has steadily grown its footprint within the international bar scene. By 2025, it had reached a new level of scale, attracting 292 entries and significantly increasing its global reach. The format is also evolving beyond a standalone competition, increasingly positioning itself as a year-round platform connecting the international bartending community.

At the heart of the online entry stage of the competition is Jägermeister Manifest. With its higher herbal load and the use of cask-aged distillate, it delivers depth and a layered flavour profile, rounded off by subtle vanilla notes. It offers bartenders a versatile base for contemporary cocktails – from spirit-forward serves to modern interpretations of classic formats. In the local heats, Jägermeister Orange comes into play, bringing a fresh, fruity orange profile as a lighter, modern complement to the more complex Manifest creations. Contestants are required to create drinks featuring both Jägermeister Orange and Jägermeister Manifest to compete for the grand prize and a place in the Grand Finale in London.

For many participants, MeisterHunter acts as a career catalyst. 2025 winner Anna Lakner of Finland, who took the title at the global final in London, comments: “Winning opened doors I hadn’t even imagined before. I gained international



visibility, became part of a strong network, and was able to take my work to the next level.”

The application phase runs until August 5, 2026. Entries can be submitted via [Instagram](#) under the hashtag #MeisterHunter26.

Following national and regional heats, the leading bartenders will compete in the international final in London this November, presenting their serves in front of an industry jury and live audience.

### **Contact**

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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.