



Jägermeister Invests in Global Brand Presence at Frankfurt Airport

Immersive Brand Experience Opens in Terminal 3

Frankfurt, July 8, 2026 – Jägermeister is expanding its presence in global travel retail with the opening of a large-scale brand and experience space in the new Terminal 3 at Frankfurt Airport. Developed in collaboration with Gebr. Heinemann and Frankfurt Airport Retail, the year-long installation ranks among the company's most extensive travel retail activations to date.

Over the past few years, global travel retail has become one of Jägermeister's most important growth channels. Today, it is the company's third-largest market after Germany and the United States. At the same time, it is gaining significance as an international platform for brand engagement and consumer interaction.

Located at the entrance to Pier J, the new experience space is expected to reach up to five million international travelers over the course of twelve months. The concept combines retail, digital interaction, and brand storytelling to create a holistic brand experience.

The installation is divided into two areas. While "Destination Jäger" engages visitors through interactive features such as a large-scale LED installation and an AI-powered photo experience, "Destination Meister" showcases the brand's heritage and its influence on culture, nightlife, and lifestyle around the world.

The experience is complemented by product tastings and a curated retail offering, including travel retail exclusives, limited editions, and branded merchandise.

"This is where retail meets brand experience: it has stopping power and consumer engagement at its heart. With this pop-up, we aim to combine strong visibility with a distinctive brand experience that stands out in a highly competitive environment and creates a lasting connection with international travellers," says Tobias Witte, Vice President Global Travel Retail at Jägermeister.

The decision to choose Frankfurt was a deliberate one. As one of Europe's most important international aviation hubs, Frankfurt Airport connects travelers from all over the world. The new Terminal 3 offers a modern premium environment where brands can explore new ways of engaging consumers.



The activation is further supported by a phased media presence throughout the passenger journey—from the departure hall and central retail zone to the gates.

Karl Grünewaldt, Managing Director of Frankfurt Airport Retail, adds: "*Frankfurt Airport is one of the world's leading international hubs, with over 30 million passengers annually. Terminal 3 provides the ideal setting for strong brand partnerships that enhance the passenger experience. The Jägermeister activation supports our ambition to create a high-quality and engaging retail environment.*"

Contact

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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.