



PRESS RELEASE

10 years of the Jägermeister Scholarship

850 applicants from 17 countries for the 2026 funding programme

Wolfenbüttel, 10 September 2026. Ten years after its launch, the Jägermeister Scholarship has developed into an international platform for the next generation of the bar industry. More than 850 applications from 17 countries were received for the 2026 cohort. Twelve bartenders from Africa, Europe and Australia have been selected for the Hubertus Circle's support programme. They impressed the selection panel with their commitment, their ideas and their potential to play an active role in shaping the bar scene in their home markets.

Over a period of three months, the scholarship holders take part in digital workshops, mentoring sessions and networking events with international industry experts. Mentors include Eddie Rudzinkas, founder of the hospitality community Cocktails For You; Cassandra Eichhoff, Director of the European Bartender School Cape Town; and Marian Beke, co-founder of the award-winning Gibson Bar in Berlin.

Für viele Bewerberinnen und Bewerber steht die Chance im Mittelpunkt, über den eigenen Markt hinauszublicken, von anderen Kulturen zu lernen und neue Impulse für ihre berufliche Entwicklung mitzunehmen. So sagt die diesjährige Teilnehmerin Kesego Moeng aus Botswana: "To dream in color is something I have always done, and I will continue to do. Being chosen to be part of this scholarship is proof that my dreams are always within reach. This scholarship means so much to me, there are days I can't sleep because I'm so excited."

Ivan Kanyesigye from Kampala, Uganda, also sees the programme as an opportunity to further develop his skills: "This scholarship is an incredible opportunity to grow, learn, and pursue my goals. I'm excited to gain new skills and experiences that I can use to make a meaningful impact in my community."

Upon completion of the programme, participants will join the international Jägermeister bartender network, the Hubertus Circle, and will thus remain part of a global community that brings together expertise and experience across national borders.

The Jägermeister Scholarship Class of 2026:

- Kesego Moeng (Botswana)
- Maurice Wächter (Germany)
- Aušrinė Kikilytė (Ireland)
- Rinzin Norbu (Australia)



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- Jakub Baštinec (Czech Republic)
- Leon Tutt (United Kingdom)
- Peter Gachui (Kenya)
- Ryo-Ma Tjiueza (Namibia)
- Ashler Jaya (Zimbabwe)
- Buğra Ertuğral (Turkey)
- Talent Vuminkosi Ndlovu (South Africa)
- Kanyesigye Ivan (Uganda)

Further information: <https://www.jagermeister.com/exploration/hubertus-circle/scholarship>

Contact

Mast-Jägermeister SE
Johanna Heller
Global Corporate Communications
Tel.: +49175 9920673
E-mail: presse@jaegermeister.de
Website: www.mast-jaegermeister.com

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,



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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.