



Jägermeister teams up with Gruppo Montenegro in Italy

- **Strategic realignment of the Jägermeister brand in Italy**
- **Gruppo Montenegro and Jägermeister share common values, passion and the pursuit of perfection and success**
- **Mutually agreed termination of the long-standing cooperation with Campari**

Wolfenbüttel, September 2021 – Mast-Jägermeister SE will work together with the premium spirits company Gruppo Montenegro as its exclusive distribution partner in Italy from 1 January 2022 onwards. The company is one of the Italian market leaders in the food and spirits sectors. Gruppo Montenegro will accompany the strategic realignment of Jägermeister in the important spirits market of Italy and expand the market positioning of the world's most successful herbal liqueur brand.

Mast-Jägermeister SE and Davide Campari-Milano will terminate their long-standing distribution partnership for the Italian market on 31 December 2021 due to these strategic realignments. The separation is by mutual agreement.

"Together with Davide Campari-Milano, we have worked closely over many years, both on a personal and a business level, and together we have successfully positioned the Jägermeister brand in Italy. We look back on the cooperation with gratitude and respect. But now it is time for both sides to adapt to the constantly changing market conditions", explains Patricia Sung, Regional Director Western Europe of Mast-Jägermeister SE. "I am very pleased that we were able to win such a renowned and passionate partner as Gruppo Montenegro for this major task. Our common set of values was already revealed during our initial discussions. In addition to a strong entrepreneurial spirit, we are united by a sense of community, passion, and the pursuit of perfection. This is the optimal basis for joint success in the future."

Marco Ferrari, Chief Executive Officer of Gruppo Montenegro adds: "Fans of strong brands always expect new impulses and inspiration. This applies to our customers as well as to Jägermeister fans. A clear focus is therefore particularly important to drive long term success. Together with Jägermeister, we will build a close, successful, and trusting partnership based on common values. I look forward to leveraging all the strengths of our route to market in order to add many more exciting chapters to the Jägermeister success story in Italy."

Contact Mast-Jägermeister SE



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PRESS RELEASE

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ABOUT JÄGERMEISTER

Mast-Jägermeister SE is firmly rooted in Wolfenbüttel, Lower Saxony, Germany. Here, and only here, the company produces Jägermeister, the herbal liqueur with the stag – and the biggest German spirit brand. First invented over 80 years ago, Jägermeister is based on a secret recipe of 56 different herbs, flowers and roots. Being sold in 150 countries Jägermeister is the world's most successful herbal liqueur.

ABOUT GRUPPO MONTENEGRO

Founded in 1885, Gruppo Montenegro is a leading Italian Food and Spirits manufacturer. The Group's brands have developed into icons of the "Made in Italy" with strong brand equity and significant top of mind: Amaro Montenegro, Vecchia Romagna, Bonomelli infusions, Infrè decaf tea, Olio Cuore, Cannamela spices, Polenta Valsugana, Pizza Catari. Their success is the result of constant pursuit of excellence, respect for tradition and attention to product quality and sustainability, all values that have defined the Group since its foundation. Thanks to a solid national and international distribution network, the brands are true ambassadors of the Italian way of life. For more information about the company, please visit <http://www.gruppomontenegro.com/>.