



PRESS RELEASE

Jägermeister

JÄGERMEISTER LAUNCHES LIMITED EDITION BOTTLE TO #SAVETHENIGHT

With the unique bottle fans and supporters can actively invest in the future of nightlife



Wolfenbüttel, Germany (12th of October 2021) – Closed venues, dark stages, and empty bars: Those who make nightlife possible suffered a lot during this life-threatening pandemic – venues were closed and people could not work. In order to support nightlife communities worldwide Jägermeister is continuing its #SAVETHENIGHT initiative, which is backed by superstar Post Malone. As part of the initiative, the brand is launching a new Limited Edition Bottle in selected markets – a symbol for switching the lights of nightlife back on.

A design inspired by the comeback of nightlife

The unique design of the bottle tells the story of #SAVETHENIGHT. The Limited Edition – which appears completely dark – visualizes the shutdown of nightlife worldwide. Since Jägermeister is best served ice cold, the magic happens as soon as the liquid has reached its perfect drinking temperature of -18 degrees inside the freezer: The design on the front – with the #SAVETHENIGHT logo printed in gold – starts changing and color appears. The



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Jägermeister core elements printed directly on the bottle show up and it literally brings life back to nightlife.

“The thermochromic effect symbolizes the support that brings us closer to switching the lights of nightlife back on and helps it to return in all the colors it has to offer,” says Wolfgang Moeller, Global CMO at Mast-Jägermeister SE. “We want to raise awareness for the social meaning of the night and we are hopeful to celebrate the best nights of our lives again soon.”

An emotional manifesto printed on the bottle emphasizes the cultural significance of nightlife: “The Night is ours to save. It’s where we find our freedom, our flow, ourselves. Together, with the Meisters, we will keep the beat alive.”

Investment in saving the night

By purchasing one of the exclusive bottles Jägermeister fans can actively support nightlife communities affected by the extended pause of social and cultural activities: Part of the proceeds go directly to the Meister Fund – a financial support system that benefits projects and innovative ideas of artists and creatives from the Meister network of #SAVETHENIGHT. With the new Limited Edition Bottle Jägermeister continues to support artists in a collaborative way.

The #SAVETHENIGHT Limited Edition is offered as a 0.7-liter bottle of Jägermeister. It will be available as of mid-September 2021 in e-commerce and in selected stores in 24 markets worldwide. A full list of shops is available on www.save-the-night.com.

About #SAVETHENIGHT

With the global initiative #SAVETHENIGHT Jägermeister has been able to support more than 1,500 artists, creatives, and bartenders from more than 60 countries. It raises awareness for the situation of thousands of creatives as well as the people that deeply miss going out and celebrating the night. It inspires people all around the world to team up with Jägermeister.

Through the Meister Fund as part of #SAVETHENIGHT Jägermeister helps artists and creators financially so they can craft various forms of art for audiences to book and enjoy on the platform www.save-the-night.com – from Meister Drop-In’s to other entertaining content. Everyone can join #SAVETHENIGHT and stand by the people who make the night by joining and sharing their performances and tipping the artists.



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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.

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