

A brand new ice-cold shot: Mast- Jägermeister introduces Jägermeister Orange



Made with Sicilian oranges: Introducing Jägermeister Orange

German drinks specialist Mast-Jägermeister is set to launch Jägermeister Orange into global travel retail from April 2025.

Based on the original herbal liqueur, the new Jägermeister line combines the power of the orange - a fresh, fruity taste of the essence of oranges and mandarins - with a fine herbal note and a subtle bitterness. With an ABV of 33%, Jägermeister Orange offers a fresh taste experience, to be enjoyed as an ice-cold shot.

The introduction of Jägermeister Orange follows a successful test in the Czech Republic and Slovakia where sales exceeded expectations. Mast Jägermeister is now rolling it out into other domestic markets, including Germany, Austria, Croatia, Hungary, Slovenia and Norway, as well as airports in global travel retail.

Jägermeister Orange will join Jägermeister, Jägermeister Manifest and Jägermeister Cold Brew Coffee on shelf. With the iconic Jägermeister bottle, clear glass and bright liquid, Jägermeister Orange is said to offer not only a new taste, but also a striking look and feel.

From June, Mast Jägermeister will bring Jägermeister Orange to life with bright and bold activations in key international airport hubs globally, working in collaboration with travel retail partners, putting consumers at the heart of the engagement.

Tobias Witte, Mast Jägermeister Vice-President Global Travel Retail, said, “We are delighted to introduce consumers in airports around the world to Jägermeister Orange. It fits perfectly in our portfolio and gives consumers a new taste experience, introducing new, younger LDA drinkers to the brand.”

Gunar Splanemann, Mast-Jägermeister Director Global Innovation & Design, commented, “Jägermeister Orange was developed in response to consumer needs and crafted with a high level of market involvement and insights. Our commitment to putting consumers at the center of our development processes is clearly reflected in this product.”

Dr Berndt Finke, Mast-Jägermeister Vice President Products & Quality, added, “Only natural ingredients are used in Jägermeister Orange. Sustainable sourcing and quality processing are of paramount importance. The oil from the peel of oranges and mandarins comes from a select region of Sicily, where fruit with a full-bodied flavor grows. We use a particularly gentle process to extract the essential oils to ensure that the fruity flavor is intensively accentuated.”

Jägermeister Orange is based on the original herbal liqueur made from 56 herbs, flowers, roots and fruits. The valuable ingredients of these botanicals are extracted through a maceration process and combined to form the base, which matures in wooden barrels for a year to develop the unique flavor. The high quality citrus oil extract is then added to the base spirit.