

Jägermeister turns global travel retail orange with a brand new ice-cold shot



Made with Sicilian oranges: Jägermeister Orange is rolling out into global travel retail

Mast-Jägermeister SE has unveiled its latest innovation: Jägermeister Orange. This smooth and fruity ice-cold shot, perfect for young adult consumers looking for extraordinary taste experiences, will be available in airport shops worldwide, starting this month with Europe, Brazil, and key hubs in Asia including India.

Combining the smooth and fruity taste of oranges and mandarins with a fine herbal note and subtle bitterness, Jägermeister Orange offers a perfect balance with an alcohol content of 33% vol.

Tobias White, Mast- Jägermeister SE Global Travel Retail Vice President, said, "Jägermeister Orange is sunshine in a glass - a delicious and vibrant shot that opens a new chapter in our company's history and shows the lighter, fruity side of our brand."

The production of Jägermeister Orange is described as a true craft. The base substance of the original Jägermeister, crafted from 56 herbs, blossoms, roots and fruits is blended with high-quality oil from Sicilian orange and mandarin peels. This oil is extracted using a particularly gentle process to preserve the full flavor and give Jägermeister Orange its distinctive taste.



Jägermeister Orange on-shelf with Avola at Josep Tarradellas Barcelona-El Prat Airport in Spain

After a successful test in the Czech Republic and Slovakia, Jägermeister Orange is rolling out now into other domestic markets, including Germany, Austria, Croatia, Hungary, Slovenia, South Africa, Turkey and Norway, as well as airports in global travel retail.

The iconic Jägermeister bottle, with clear glass and bright liquid, ensures not only a new taste but also a striking look. Starting in June, Mast-Jägermeister SE will bring Jägermeister Orange to life with bright and bold activations in key international airport hubs globally, working in collaboration with travel retail partners ensuring travelers are at the center of the engagement.