

Jägermeister celebrates Oktoberfest at Munich Airport



Jägermeister is celebrating the centuries old traditional festival Oktoberfest at Munich Airport until October 31

[Mast-Jägermeister SE](#) has unveiled its latest airport installation, a pop-up with [Gebr. Heinemann Duty Free](#) at Munich Airport ([MUC](#)) called Gate 56 to celebrate the return of the Oktoberfest after a three-year absence.

Gate 56 is not the location but the name of the pop up, a tribute to the 56 herbs, flowers and roots used to make Jägermeister, the company clarifies.

This 'The Secret is You' activation brings Jägermeister and Oktoberfest to life for travelers and gets them into the party spirit. The space combines the traditional designs and icons of Bavaria with Jägermeister's new global travel retail campaign, 'The Secret is You,' digital art experience.

Within the zone, visitors are offered an ice-cold shot of Jägermeister, Jägermeister Manifest or Jägermeister Cold Brew Coffee and encouraged to discover more about Jägermeister. Travelers can buy a special edition Oktoberfest 2022 bottle of Jägermeister and play Jägermeister's Wheel of Fortune, a twist on the traditional Oktoberfest game, to win signature ice-cold shots, mini beer mugs and the traditional snack, pretzels. The pop-up runs for eight weeks until October 31 and will reach one million passengers. 6,000 consumers will sample Jägermeister during that time.

Eurotrade Director Purchasing & Category Management at Munich, Nils Schirmer said, "Jägermeister

is a valued partner and we are delighted to celebrate this world-famous German festival together. Munich Airport is extremely busy now and Jägermeister's installation is a welcome attraction for visitors, driving sales and providing a great experience to consumers as they enter and leave the city."

"This latest initiative reflects Jägermeister's commitment to the GTR channel and increasing our airport presence," said Mast-Jägermeister Director Customer Development, Hans Vogt. "We are delighted to collaborate with Gebr. Heinemann and Eurotrade to bring a taste of Jägermeister to Munich for Oktoberfest."

The 'Secret is You campaign,' launched in June this year, forms the basis of this activation and invites consumers to become Jägermeister artists. The digital art experience encourages people to express themselves by creating their own "meister piece" and sharing their experience on social media.

Munich's Oktoberfest has been an important part of Bavarian culture since 1810 and this year takes place from September 17 to October 3. During the celebrations, visitors drink locally brewed beer and enjoy attractions, games and traditional local foods.

Jägermeister has an ABV of 35% and was created by Curt Mast more than 80 years ago. The secret recipe remains unchanged; it is made from all natural ingredients and its taste characterized by hints of citrus, ginger and star anise, accompanied by a slightly bitter herbal note. The recommended serving is an ice cold shot at -180 degrees Celsius, straight from the freezer.