

Jägermeister increases visibility in APAC and builds digital art experience



Tobias Witte, Vice President Global Travel Retail, Jägermeister

Family-owned [Mast-Jägermeister SE](#) tells *Global Travel Retail Magazine* it is debuting at TFWA Asia Pacific Exhibition & Conference this year with a focus on growing the brand in the region and global travel retail, bringing its The Secret is You campaign to life.

“Our presence at the show is evidence of our ongoing commitment to the Asia Pacific region and to creating surprising, high-quality activations geared to Jägermeister consumers. Many of the world’s best travel retail locations are in the Asia Pacific region and we are taking this opportunity to show visitors that premiumization and consumer engagement are at the heart of what we do,” says Jägermeister Vice President Global Travel Retail Tobias Witte.

Witte says the brand is enjoying “great momentum” in the region with an eye on growth in 2023 as travel in and out of Asia picks up. The business is turning its focus to visibility with more activations, building on previous successes. This includes the exclusive regional launch of Jägermeister Cold Brew Coffee last year as well as the installation of a permanent backwall with education and a tasting bar at the new Haikou Mall in Hainan. Digital communications are highly important and integral in the expansion, in particular Wechat, Alipay and WeiBo, says the company.



The Secret is You campaign, pictured here at Hamburg Airport, features a multimedia art exhibit, an outpost of the Ice Kühl Gallery

Ice Kühl Gallery activation

Launched in 2022, The Secret is You celebrates “travelers who are the secret ingredient in the artistic process,” the company says. This year, the campaign will transform more than 60 Jägermeister airport spaces into an outpost of the Ice Kühl Gallery, showcasing multimedia art exhibitions.

The two-story Jägermeister stand is a digital art experience that encourages travelers to express themselves by creating their own "meister piece" and share the experience on social media. Jägermeister, Jägermeister Cold Brew Coffee and Jägermeister Manifest will be featured at the show.

“Jägermeister is the number one shot brand in the world and a lifestyle brand in a category of its own. The Secret is You is a perfect platform to leverage the progressive spirit of Jägermeister, not only to engage existing drinkers but also bring new consumers into spirits and grow the overall spirits category,” says Witte.

Jägermeister’s secret recipe remains unchanged, the company says. Made from all-natural ingredients, its taste is characterized by hints of citrus, ginger and star anise, accompanied by a slightly bitter herbal note.

Experienced team driving TR

Jägermeister launched into Asia Pacific domestic markets about 10 years ago and then into travel retail in 2018 as the traveler demographic evolved to younger, more affluent travelers, the company notes. Hong Kong-based Francois Picquot joined the business in 2019 and has since successfully expanded Jägermeister, adding new distribution points and increasing availability.

“We will drive forward our consumer interaction and continue to expand and develop digital elements for the brand in order to deliver Jägermeister’s mission to provide the Best Nights of your life, today and tomorrow,” says Witte.

The company says the growing investment in Asia Pacific follows a very successful 2022 in the global travel retail channel when Jägermeister significantly increased its sales to achieve double-digit growth, marking its best results ever. According to [IWSR](#), Jägermeister is now the eighth largest premium spirits brand line in the channel.