

# Mast Jägermeister adds Teremana tequila and Gin Sul to global travel retail portfolio



Founded by Dwayne ‘The Rock’ Johnson, Teremana tequila is set to hit the global travel retail market

Mast-Jägermeister SE - the family-owned company and maker of the popular herbal liqueur - has added Teremana Tequila and Gin Sul to its global travel retail portfolio.

Teremana is a premium, hand-crafted, small-batch tequila made in the Jalisco Highlands of Mexico. Founded by Dwayne ‘The Rock’ Johnson, Teremana has had unprecedented success as the fastest premium spirits brand to reach 1 million 9L cases in annual sales in the US since its launch in 2020.

Three Teremana expressions, Blanco, Reposado and Añejo, will be available at selected international airport stores globally. The brand is also launching into selected domestic markets throughout 2024.

Gin Sul, the super-premium gin, was Mast Jägermeister’s first strategic partnership with another spirit’s brand. Currently available in 17 domestic markets, Gin Sul will be stocked in selected travel retail stores globally. Presented in its signature white clay bottle, Gin Sul is a dry gin with roots in Portugal. It is crafted in Hamburg with fresh Algarve lemons.



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Tobias Witte, Mast Jägermeister Vice-President Global Travel Retail, said, “We are the exclusive distribution partner across all markets for Teremana and Gin Sul and bring global sales, marketing and logistics expertise to drive their continued success and growth. Teremana is a vibrant and dynamic brand and we are really excited about working closely with Dwayne, our founder. Gin Sul is a small boutique brand at a very early stage of maturity and we look forward to developing its potential in travel retail.

“We are delighted to introduce consumers in airports around the world to Teremana and Gin Sul. We are especially thrilled to showcase Teremana to a diverse, global consumer audience in key international airports. We have exciting plans in place to establish the footprint of both brands and look forward to bringing them to fruition in the coming months and years in collaboration with our travel retail operator partners.”

According to Mast Jägermeister, tequila sales in global travel retail are predicted to grow 7% on a five year CAGAR to 2027. Premium and super premium spirits in global travel retail are forecast to

continue to strengthen.

Full launch details will be unveiled soon.