

Mast-Jägermeister reveals new product line-up for TFWA Asia Pacific



The secret is you: Jägermeister's full range will be highlighted at TFWA Asia Pacific

Following its success as a first-time exhibitors at last year's TFWA Asia Pacific, family-owned, Mast-Jägermeister - manufacturer of the famous premium Jägermeister herbal liqueur - will introduce an extended portfolio this year.

Jägermeister has strong momentum in Asia Pacific with the success of its core range, including Jägermeister, Jägermeister Cold Brew Coffee and Jägermeister Manifest. Its limited-edition, ultra-premium expression 9556 Nights of Exploration which launched in November 2023 is now available in selected locations in Asia.

"Jägermeister's double-digit growth in travel retail is a testament to the strength of the brand, supported by cutting-edge consumer campaigns," said Tobias Witte, Mast-Jägermeister Vice-President Global Travel Retail. "Consumer engagement is at the heart of what we do, appealing to all audiences, but especially GenZ and Millennials who are looking for engaging displays, education and experiences as they travel."

In the region, Jägermeister will roll out its highly successful 'The Secret is You' activation which will appear in selected key airports in 2024. The Secret is You invites consumers to become Jägermeister artists. The pop-up is a cutting-edge digital art experience which encourages people to express themselves, by creating their own meister piece and sharing their experience on social media. At

this year's TFWA Asia Pacific, there will be a mini The Secret is You activation.



Consumer engagement is at the heart of Jägermeister's campaigns in travel retail

Jägermeister continues its commitment to the region with increased permanent visibility in key airports, including Beijing, Mumbai, Delhi, Hyderabad, Singapore and Kuala Lumpur.

This year Mast-Jägermeister SE will also showcase Teremana, the premium tequila, founded by Dwayne 'The Rock' Johnson and offer tastings of Gin Sul, its new super premium gin, launched into global travel retail this year.

Mast-Jägermeister is bringing the full Teremana range of three expressions, Blanco, Reposado and Añejo 1L to the Singapore event. Teremana is a hand-crafted, small-batch tequila made in the Jalisco Highlands of Mexico and has had unprecedented success as the fastest growing tequila brand in the world since its launch in the US in 2020.

"As co-owners and exclusive global distributors, we are delighted to introduce Teremana," said Mast-Jägermeister APAC GTR Director of Customer Development, Francois Picquot. "The tequila category is still very new in Asia but most domestic markets have seen a huge increase in demand and we look forward to establishing it as one of the key tequila brands in the region. We are delighted to be back at TFWA Asia Pacific, following our success at last year's show and look forward to meeting our partners and customers. Together we will taste our exciting extended portfolio and experience Jägermeister's mission to provide the Best Nights of your life - today and tomorrow."