

Jägermeister



Jägermeister International

From the oak cask to bars worldwide

Today Jägermeister is available in 117 countries. From New York to London or from Seoul to Sydney, the unmistakable herbal liqueur in the distinctive bottle has won fans almost everywhere on earth. Decisive factors for this success are the authentic way the brand appears and innovative marketing, but also the fact that the specific cultural traditions of each market are always at the forefront of the marketing approach.

In the 1960s, Mast-Jägermeister SE began to build up its export business in markets such as Austria, Switzerland, Benelux, Denmark and the USA. The brand gradually conquered other countries in Europe and in South and Central America and it is now also present in Africa, Australia and Asia. The largest Jägermeister markets today are the USA, Germany, Great Britain and Spain. Strategic brand building and continuous sales growth are now making South America, Asia and Australia increasingly important for international business. Over 80 per cent of the total Jägermeister sales are now made abroad. This is due to the fact that Mast-Jägermeister SE has been adopting an increasingly international approach in recent years, and also that consumers worldwide are more closely following international brands and trends. So, Jägermeister comes to total sales of 88.3 million 0.7 litre bottles in 2015 (corresponding to 6.9 million 9 liter cases). Thus Jägermeister, according to Impact International, a leading drinks trade publication, is ranked eighth of the world's premium spirits. In the liqueurs, Jägermeister comes first.

Brand experience in the forefront

The success of Jägermeister is based on the development of innovative marketing concepts in close collaboration with distribution partners. Instead of choosing a unified approach, Jägermeister builds on its distribution partners' specialised knowledge of local traditions for dynamic marketing that is specific to each country. That is why Jägermeister can appear in quite different ways in each respective country. For example, in Spain Jägermeister has quite a rock image, whereas in Italy and Hungary it is chic and trendy.

Jägermeister always prefers a direct and personal approach to customers, in places where people can experience the brand: events, bars and music festivals are the right scene. This is where people come together to have a good time and celebrate with Jägermeister. With so-called below-the-line activities such as Jägerette promotions, party concepts or sponsorships, Jägermeister creates worlds of experience that are close to the brand for target groups.

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The first step is to address consumers in restaurants, where attention is drawn to Jägermeister through targeted promotions and the product can be sampled. This leads to a demand for Jägermeister far away from bars and festivals, and the second step is to expand brand building towards the trade.

The main Jägermeister platforms

In developing marketing concepts, Jägermeister has always gone its own particular way and in this way has very often found new tools in order to market spirits.

The prime marketing tool is the Jägerette programme. This was first introduced in 1986 in the USA. Nice young ladies were sent into bars to distribute Jägermeister samples. Nowadays, the Jägerettes are present in all Jägermeister markets. With their visits to bars and clubs, the Jägerettes and Jägerdudes act as brand ambassadors and create a special experience with Jägermeister.

The legendary Jägermeister Tap Machines are another concept that is present worldwide. They were introduced around the year 1993. Bars and clubs experienced a sort of revolution – all of a sudden, Jägermeister was no longer hidden away in a dark freezer but, thanks to the Jägermeister Tap Machine, it was now standing in full view of customers on the counter and the ice cold Jägermeister shot was always to hand. Since then, over 130,000 machines have been installed in nearly 50 countries.

Jägermeister is also strongly linked to the music scene: in the early nineties, U.S. bands contacted Jägermeister on their own initiative and asked if they could promote the brand during their performances. It started in small spaces with a focus on rock and roll and metal bands, but it has since grown into a music programme covering the whole of the U.S., giving support to over 230 bands. Since 2002, Jägermeister has been organising its own music tour – the first in the U.S. spirits industry. The commitment to music has now expanded worldwide: in Germany, Australia, Great Britain, Canada, the Netherlands, South Africa and many other countries, Jägermeister is providing a good atmosphere and unforgettable moments with its own music programmes or as a partner at festivals and concerts. The Jägermeister brass band is particularly popular: these tattooed trumpeters and female drummers in tutus have given a completely new meaning to the term “brass band”. The shrill troupe is scoring new hits in clubs all over Europe and is always the life and soul of the party.

Further information and pictures available at: <http://newsroom.jaegermeister.de/>

Jägermeister



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