



PRESSEMITTEILUNG

Jägermeister

Jägermeister Scholarship 2024 becomes more global

India, Turkey and Kenya join for the first time

The international Jägermeister Scholarship is now running for the 12th time. This time, ten participants from nine countries can look forward to three months of coaching from Jägermeister. India, Turkey and Kenya are participating for the first time.

Wolfenbüttel, 11/04/2024 – This year's Jägermeister Scholarship runs now. As in previous years, the high-profile mentoring programme will take place virtually, allowing participants to continue working in their businesses. A total of ten young talents will have the opportunity to further develop their bar culture skills, expand their network and strengthen their individuality as bartender. The participants are Andrea Pasquali from Austria, Jonathan de Goede from Finland, Lukas Ratschenberger from Germany, Santosh Kukreti from India, Jordan Duncan from Ireland, Kelvin Mwit Muthee from Kenya, Tristan Jacobs from South Africa, Volkan Yavas from Turkey and Stephanie Hornemann & Kathryn Jennings from the UK.

„I am particularly pleased that we are reaching even more young talent this year. India, Kenya and Turkey are three new markets. This is an important step in supporting and networking the next generation of bartenders worldwide with our scholarship“, says Nina Eggeling, Senior Manager Global Culture & Experiential Marketing, Mast-Jägermeister SE

Since 2012, Jägermeister's international development programme has offered young bartenders the exclusive opportunity to focus on bar culture, exchange ideas and learn from top-class mentors. One of them is Nils Boese, Jägermeister Global Brand Ambassador. He will be available to the participants on a regular basis. There will also be three masterclasses. Eddie Rudzinkas, founder of cocktails4u in Ireland, and Marian Benke of the BellBoy Group in Berlin, one of the world's most renowned bartenders, will be among those sharing their knowledge. Creative challenges and project work will round off the programme. The Jägermeister scholarship is one of my favourite scholarships. It's so important to me to accompany and support young bartenders on their career path - and it's so much fun,' says Nils Boese.



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The participants will post their impressions on their own social media channels as well as on the official Instagram channel of the Hubertus Circle: [@hubertus_circle](https://www.instagram.com/hubertus_circle)

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About Jägermeister

Today's famous premium herbal liqueur was launched more than 80 years ago by Curt Mast. The recipe of 56 herbs, blossoms and roots has remained unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in northern Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. The family-owned company employs around 1,000 people worldwide.

Since 2020, the brand portfolio now also includes Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.

About Hubertus Circle

The Hubertus Circle is an international bartender network initiated by Jägermeister. Since its inception in 2011, participants have grown together to form a strong community. Members from all over the world support each other, work together and learn from each other. The Hubertus Circle was founded in Germany and has international branches in Australia, Austria, Czech Republic, Denmark, Finland, France, Great Britain, Ireland, Israel, Norway, Slovakia, Sweden, Switzerland, Turkey, South Africa, the USA.