



PRESSEMITTEILUNG

Jägermeister

Meister Hunter Competition 2024

With the Meister Hunter Competition, Jägermeister has organised a mixing competition to showcase the premium liqueur Jägermeister Manifest in a new light. The final was held at Stereo Covent Garden.

London, November 13, 2024 – The 2024 Meister Hunter competition came to an exciting close on November 11 at Stereo Covent Garden. The competition centered on Jägermeister's distinctive premium liqueur, Jägermeister Manifest, challenging bartenders to push the boundaries of creativity with this premium spirit as the hero ingredient. The grand prize went to Rory Sorrell from UK, who captivated the judges with innovative cocktails, securing £3,000. Second place was awarded to Laurie Howells, also from UK, with a prize of £1,000, and third place went to Marian Hughes, from Ireland, who won £500.

"Loved going to crucible to make our ingredients, that's a really nice touch and a good chance for us all to get to know each other before competing. Initially I thought the theme of "make a delicious manifest drink" was quite broad, but in the end it brought the best out of everyone by having that creative freedom", summarised Rory Sorrell.

A record of 154 bartenders from Scotland, Finland, Austria, Ireland and UK entered the competition, with the top seven finalists advancing to the live showdown in London. All of them had to prove themselves in advance against their fellow pacemakers in their respective countries. Finalists were put to the test through challenges that highlighted the complexity and bold flavors of Jägermeister Manifest. Competitors crafted cocktails with unique ingredients and presented them with a compelling backstory, elevating each drink's presentation with custom garnishes and soundtracks to capture the essence of the premium herbal liqueur. The event drew a lively audience of industry professionals, influencers, and media, who gathered to cheer on the finalists.

"This year's Meister Hunter competition allowed us to celebrate the incredible versatility of Jägermeister Manifest while witnessing extraordinary talent and craftsmanship in mixology," said Global Brand Ambassador Florian Beuren. "Every finalist delivered standout performances, showcasing the depth of their skills and the unique character of Jägermeister Manifest."



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The winner now joins the Hubertus Circle, the Jägermeister bartender network, where he will have the opportunity to collaborate with fellow top-tier bartenders and engage in special Jägermeister events throughout the year.

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These are the winning cocktails from Rory Sorrell:

"The Hunter and the Stag"

35ml manifest

35ml strawberry cordial

1.25ml raspberry vinegar

50ml chamomile tea

30ml water

Batched and carbonated, served in a highball with a strawberry dust and edible gold stripe.

"Meadowsweet Victory"

30ml Manifest

20ml Meadowsweet infused Cognac

40ml Green apple and honey cordial

5ml lemon

7.5ml sugar syrup

Shake, fine-strain and top with 25ml soda. Garnished with a red butterfly flower

Contact

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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.