



PRESS RELEASE

**Jägermeister**

## **Jägermeister x Santa Cruz: A Skateboard enthusiast's collaboration**

**US skateboarding legend Jeff Kendall presents a retro skateboard  
and limited-edition T-shirts**

18<sup>th</sup> of June 2024, Wolfenbüttel – Together with the iconic US label Santa Cruz, Jägermeister is dropping a strictly limited three-piece skateboard and fashion capsule collection. At the heart of the collaboration is the re-issue of a cult deck: Jeff Kendall, skateboarding legend and current CEO/CMO of NHS, Inc. the home of Santa Cruz Skateboards, designed it out of love for Jägermeister back in the 1990s.

30 years later, that skateboard is experiencing a revival: the Santa Cruz x Jägermeister reissue collection features the "Kendall Deck" in a retro-design plus matching T-shirts in black and olive green, which are available in limited editions starting from June 20, 2024 in selected Jägermeister online shops as well as direct at Santa Cruz.

In addition to Jeff Kendall, three top-class skate talents were selected to promote the "Jägermeister x Santa Cruz capsule collection" in the campaign spot "The Hunt": Aldana Bertran (Barcelona), Blake Johnson (Los Angeles/Barcelona) and Justin Sommer (Berlin) are part of the global social media campaign.

In the 90 second campaign spot they embark on a search for the best skate spot. The setting is the small German town of Wolfenbüttel, the home of Jägermeister. The trio cruise past forests, meadows, and half-timbered houses until they find their perfect spot: the very place where Jägermeister originated – the barrel warehouse of the legendary herbal liqueur. Anyone in the know will also be able to see Jeff's cameo appearance in the spot.

Jägermeister and Santa Cruz are reviving the spirit of the 90s with a social media campaign that will run across both brands' digital channels for the product launch:

"Freedom, authenticity, tradition – and a dash of rebellion. Those are the values that unite our brands and skateboarding", says Jeff Kendall, CEO Santa Cruz Skateboards.

"With Jeff Kendall, we have the consummate skating professional at our side. He's a long-time fan of the Jägermeister brand and the board he designed on a whim



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over 30 years ago is something we can now revive and reissue together. With these limited-edition pieces, we want to inspire both fashion and skate enthusiasts alike”, explains Sven Schindler, Head of Global Brand & Digital Marketing at Mast-Jägermeister SE.

The “Jägermeister x Santa Cruz capsule collection” invites fashion and skateboarding enthusiasts to experience a piece of 1990s skateboarding history and get inspired by the spirit of freedom and rebellion.

### **In stores June 20, 2024**

The strictly limited pieces are available starting from June 20, 2024 in selected Jägermeister online shops as well as direct at Santa Cruz.



Caption: From left: Sven Schindler, Head of Global Brand & Digital Marketing at Mast-Jägermeister SE and Jeff Kendall, CEO at Santa Cruz Skateboards, show the new edition (left) and the original Jeff board from the 1990s (right).

### **Contact**

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### **About Jägermeister**

Today's famous premium herbal liqueur was launched 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 Santa Cruz**

Santa Cruz Skateboards, based in Santa Cruz, California, was founded in 1973 by then-owners Richard Novak, Doug Haut and Jay Shuirman, who also founded NHS Inc. Santa Cruz Skateboards has long been revered as one of the premier skateboard companies that have also demonstrated their continuity and resilience over the years. The company has been a driver and innovator in the skateboard and skateboarding space. NHS celebrated its 50th anniversary in 2023.