

Jägermeister



**JÄGERMEISTER
MARKETING CODE**



PREAMBLE





Spirits are cultural assets, and enjoying them is a centuries-old tradition: they are consumed responsibly by millions of adults worldwide every day, and in many societies they are an expression of our zest for life.

For more than 70 years, we have continuously strived to produce spirits of the highest quality and with an unmistakable flavor. Today, Jägermeister is the most successful herbal liqueur in the world. It is sold in over 80 countries and enjoyed by millions of people on a wide variety of occasions.

In 1934, Curt Mast created what is now known the world over as Jägermeister, combining 56 different natural ingredients, including select herbs, blossoms, roots and fruits from every corner of the globe. Since then we

have succeeded in combining the great traditions of a family-owned company with innovative and exciting marketing strategies. This has made Jägermeister one of the most successful premium brands worldwide. The Jägermeister brand has a strong character and stands for unique, authentic flavor.

As a family company, we are aware of our responsibility to the people who consume our products and therefore are committed to the responsible marketing and advertising of our products. We pay special attention to ensure that our sales, marketing, communication, and advertising activities promote the responsible enjoyment of our products by adults of legal purchase age who choose to drink. We are convinced that implementing this code will contribute to the long-term success of our brand.



**JÄGERMEISTER –
FOR ADULTS ONLY.**

OUR PRINCIPLES

PRINCIPLE 1



Jägermeister is intended for adults of legal purchase age who choose to drink.

Minors must be given special protection. Drinking alcohol should be a choice that is made freely by adults. In marketing and communications activities, we will strongly support the message that the consumption of alcohol is only for adults who have attained the legal minimum age.



**JÄGERMEISTER –
COMMITTED TO RESPONS-
SIBLE CONSUMPTION.**

OUR PRINCIPLES

PRINCIPLE 2



Jägermeister's commitment to responsible consumption is an important, integral component of all advertising and marketing practices.

At Jägermeister, we strive to promote the message that alcohol should be consumed responsibly. We will incorporate responsible drinking statements in our communications wherever practicable and possible. In our marketing and communications work, the consumption of alcoholic beverages will be depicted exclusively as responsible and moderate enjoyment.

A man with a beard, wearing a green jacket with orange accents, is kneeling in front of a large wooden barrel. He is pouring wine from a metal spout into a small glass. The scene is set against a dark wooden background.

**JÄGERMEISTER –
DISCOURAGING ABUSIVE
CONSUMPTION.**

OUR PRINCIPLES

PRINCIPLE 3



Jägermeister encourages responsible decision-making regarding the consumption of alcohol and discourages abusive consumption.

At Jägermeister, we reject any consumption of alcohol that is irresponsible, abusive or excessive. Our marketing and communications activities will not claim that the consumption of Jägermeister enhances mental ability or physical performance.



**JÄGERMEISTER –
HONORING COMMUNITY
STANDARDS.**



OUR PRINCIPLES

PRINCIPLE 4

Jägermeister marketing and advertising should reflect generally accepted standards of good taste while recognizing that these standards can vary from nation to nation.

At Jägermeister, we hold socially accepted standards and conventions in high esteem since our products are enjoyed by millions of different people. We want to play our part in a multicultural society and we honor the diversity of people, ideas and beliefs. Accordingly, our marketing will never denigrate anybody because of his or her sex, ethnicity or belief, nor because of his or her religious or political views.

A photograph of a modern, multi-story glass building at night. The building is illuminated from within, showing office spaces and a staircase. The Jägermeister logo is prominently displayed on the upper floor in a glowing, stylized font. The ground in front of the building is dark with patches of snow. In the background, a traditional white house with a dark roof is visible under a dark sky.

Jägermeister

**JÄGERMEISTER OBSERVES
THE LAW.**

OUR PRINCIPLES

PRINCIPLE 5



Jägermeister marketing and advertising abides by all laws, regulations, and national self-imposed codes.

The Jägermeister Marketing Code sets out fundamental principles that are applicable for any country in which we are active. In countries where local laws and advertising regulations place additional requirements on doing business, these additional requirements must also be met.

COMPLIANCE WITH THE CODE





The marketing and advertising practices of every country in which we do business will be periodically reviewed to ensure compliance with this Jägermeister Marketing Code. These periodic reviews will examine all marketing and advertising practices, including the following areas:

- Traditional Advertising
- New Media (websites, social networking, etc.)
- Point of Sale/Consumption Materials
- Promotional Activities
- Event Sponsorships
- Public Relations



Contact

If you have any questions, comments or feedback regarding the Jägermeister Marketing Code, please do not hesitate to contact us.

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