

11 VITAL STATS ON
Jägermeister
SPICE



56 herbs,
fruits, roots, and blooms in
Original. An undisclosed
number of these were plucked
directly from that formula and
reconstituted in Spice.

2 ingredients
that spearhead Spice's flavor
profile: cinnamon and vanilla.

383 quality checks,
including multiple checks on
each of the raw materials as
they're weighed, milled,
and ground.

78 years
since Jäger was born.

1 product innovation
launched in the US since then
(you're looking at it).

15th.
Jäger's position on the list of
largest selling spirits in America
despite having only one variant.

2 variants
Jäger now has with
the introduction of Spice.

31+ countries
Spice's ingredients are sourced
from, including signatures
cinnamon (Sri Lanka) and
vanilla (Madagascar), plus cloves
(Tanzania) and ginger root
(southern Asia).

4 ingredients
whose nations of origin
Mast-Jägermeister felt they
could safely reveal to us.
Damn you, secret recipe.

200 different
bottle shapes Curt Mast
dropped on a stone floor before
settling on the one that broke
the least -- the square you'll be
pouring from as soon as you
realize The Spice is LIFE.
(That was a Dune joke.
You're welcome.)

100,000 cases
available throughout
the winter. Better hurry.

