

O-I: HONEST, PURE, ICONIC GLASS

Jägermeister sharpens its profile in cooperation with O-I

Revised bottle design underlines quality and tradition of the herbal liqueur



In September 2016 Mast-Jägermeister SE introduced worldwide a sharpened profile of its product appearance. In cooperation with O-I, the world's leading glass bottle manufacturer, all bottle sizes – from 0,02 to 1,75 liter bottles – were updated. “The objective of the revision of our packaging was to sharpen the core values of the brand image and to emphasize our connectivity to craftsmanship and quality of product”, says Henning Madea, responsible for portfolio development and innovation at Jägermeister.

Jägermeister chose O-I for this revision – from the development to the production of all sizes. The two companies have been working together successfully and trustfully for more than 20 years. Also O-I's excellent technical equipment for square bottles was a crucial factor.

Proud hubertus deer with striking look

Still Jägermeister sticks to the central symbol of the deer with the reliable corporate design and the iconic bottle. To let the vessel appear more striking and masculine, the “shoulders” of the bottle were slightly lifted, the design became more edged and the neck of the bottle was lengthened. With its deeper side embossing, the Jägermeister bottle expresses its connectivity to craftsmanship.

Furthermore, within the new design the cap was revised, which now has a high-quality appearance: besides an orange-colored highlight there is the noble closure with the signature of the inventor of Jägermeister Curt Mast.

Finally, the label also presents itself in a new way. The brand mark of the deer now looks more experienced and mature because of the intensified antlers and is located in front of a green background instead of the former brown color: the greens symbolize the natural origin of the deer, the forest. Also, the writing presents itself in a new way: besides the stronger accentuated lettering of “Jägermeister”, the number 56 under the writing is new. The taste-message refers to the well-tried and constant recipe of the herbal liqueur: “Selected 56 herbals”. Below is the orange colored bar with the stylized lettering “The herbal liqueur”.

This new bottle emphasizes the high-quality and brand power of Jägermeister. The adaptation of the whole appearance to the new image and the transmitted values support this consolidation of premium positioning in the retail market.

“We are thrilled by the professional and always ideal custom-made cooperation with O-I”, says Carsten Doliwa, head of purchase and material economy at Mast-Jägermeister SE.

“Particularly compelling is the coverage of all important aspects in an overall portfolio by O-I: customer focus, flexibility, redevelopments as well as challenging projects and smaller glass projects. Beyond that we can rely on a high quality of glass and a partner who can implement all productions globally. This is important for a product that is exported to 117 countries around the world and is listed in the top 10 of international popular premium liquors.”