

Jägermeister & Heinemann launch limited-edition City Skyline bottles

Mast-Jägermeister has unveiled a new GTR-exclusive City Skyline series of location-themed bottles, as the family-owned herbal liqueur brand steps up its focus on the travel retail channel.

The limited-edition City Skyline bottles are available in Gebr. Heinemann stores in 15 key international airport destinations. These are Amsterdam, Bangkok, Berlin, Copenhagen, Dubai, Düsseldorf, Frankfurt, Hamburg, India, Istanbul, Mumbai, Munich, New Delhi, Norway and Singapore.

The one-litre bottles retail at the same price point as the original Jägermeister bottles.



The City Skyline bottles feature illustrations of famous local landmarks.

Jägermeister targets souvenir purchases

The 15 City Skyline bottles features illustrations of famous landmarks that correspond to each location, and are designed to appeal to travellers looking for a unique souvenir. For example, the India edition showcases the Taj Mahal, Lotus Temple, Qutab Minar, The Red Fort, Golden Temple and the Indian elephant.

Travellers can scan a QR code on the bottles to access exclusive online content and links to www.jaegermeister.com.

The impactful bottle designs incorporate the gold Jägermeister roundel. The tagline 'One World, One Jägermeister' emphasises that the liquid inside is the same as that of the original.



Jägermeisters limited-edition City Skyline collection is available in Gebr. Heinemann stores in 15

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key international airport destinations.

Jägermeister Vice-President Global Travel Retail Tobias Witte noted: “Our City Skyline range adds a new, local dimension to our mission to create the ‘Best Nights of your life today and tomorrow’ and gives our retail partners the opportunity to offer consumers a unique and memorable purchase.”

This latest launch follows hot on the heels of the limited release of [Jägermeister 9556 Nights of Exploration](#), which was introduced last month into global travel retail, supported by ‘The Taste of the Extraordinary’ campaign.

The essence for this aged luxury liqueur is taken from a single oak barrel which has remained sealed and stored for over 25 years at the home of Jägermeister in Wolfenbüttel, Germany.

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