

Jägermeister Launches Citrus-Inspired Jägermeister Orange

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Jägermeister has unveiled Jägermeister Orange, a new citrus-forward variant designed to capture the spirit of relaxed social gatherings and summer-inspired experiences. The launch marks the brand's latest effort to expand its portfolio with a fresh flavour profile aimed at a new generation of consumers.

The new expression combines the brand's signature herbal liqueur base with vibrant citrus notes derived from orange and mandarin peels. Crafted in Germany using Jägermeister's traditional maceration process, the product incorporates oils extracted from three Sicilian oranges in every bottle, delivering a brighter and more refreshing taste profile at 33 per cent ABV.

"Jägermeister has always been about bringing people together," said Cindy Wang Simms. "With Jägermeister Orange, we're introducing a new flavour experience that captures that same spirit of connection and energy, now with a fresh citrus profile. Its taste embodies the freedom and spontaneity of summer, whenever you want it."

According to the company, Jägermeister Orange has been developed for evolving social occasions and is intended to be served ice cold, either as a shot or mixed with lemon-lime soda over ice and garnished with an orange slice.

The launch will be supported through a multi-channel marketing campaign featuring experiential activations, brand partnerships, digital storytelling initiatives, and influencer collaborations.

The introduction of Jägermeister Orange reflects the broader trend of flavour innovation and premiumisation within the global spirits industry, where brands are increasingly focusing on fruit-forward and experience-led offerings to attract younger consumers and expand consumption occasions.