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Tuesday, September 3, 2019

Mast-Jägermeister US Unveils Jägermeister Cold Brew Coffee, A New Coffee Liqueur Extension

Mast-Jägermeister US today unveils Jägermeister Cold Brew Coffee, the company's latest innovation, which is set to launch nationally in January. The liqueur is made with a base of Jägermeister blended with flavors of Arabica coffee and cacao. It targets the shot occasion, aiming to attract brand loyalists as well as coffee fans. The 33% abv release will retail in the U.S. at around \$25 a 750-ml. and \$33 a liter. Jägermeister Cold Brew Coffee also will be available in the U.K., with select travel retail markets to follow.

"We wanted to recruit a new generation of drinkers, and knew we had to create a liqueur to be enjoyed across numerous occasions," said Mast-Jägermeister US's CMO Chris Peddy. Director of innovation Jack Carson called it a natural idea, as Jägermeister and coffee already are a common pairing among fans.

The new release will cap a period of innovation for the brand, with CEO Jeff Popkin pointing to recent releases Mini Meisters, Coolpack, and Manifest as areas of success. [The Coolpacks](#) have performed particularly well, especially in national retail accounts. "The take rate has been excellent," says Popkin. "The 375-ml. business is doing very well."

Though volume growth in the U.S. remains challenging, Jägermeister has seen its value grow as the brand reasserts itself in the on-premise with Southern Glazer's curating distribution. "We're seeing the stabilization come," says Popkin. "Depletions are difficult to look at, because we changed networks, coming into Southern Glazer's."

Impact Databank has Jägermeister at 1.54 million cases in the U.S. for 2018 (-7%), but in IRI channels for the 32 weeks ended August 11 of this year, volume has stabilized. "Value is up," says Popkin. "It was also up in 2018, so we're approaching a two year stretch of value growth." He notes that the brand took a 5% price increase in 2018. Through 2019, Jägermeister's value was up 3.4% in Nielsen channels.

In the year and half since Jägermeister aligned with Southern Glazer's across the U.S., Mast-Jägermeister has worked to improve its route to market and sales potential by increasing control over brand messaging and boosting investment in its sales and marketing force. Popkin remains upbeat about Jägermeister's future, and points to improvement within the target 21-39 demographic. In the first quarter of this year, brand consideration and consumption improved, while brand rejection reached a two-year low, he adds.

News Briefs:

- Albuquerque, New Mexico sparkling wine producer Gruet Winery is celebrating its 30th anniversary with two new limited edition labels. The winery, which planted its first vines in New Mexico back in the early 1980s, makes Méthode Champenoise sparkling wines from the traditional Champagne varietals of Pinot Noir, Chardonnay, and Pinot Meunier. The two new Gruet celebratory releases are a Barrel Aged Brut made of 75% Chardonnay and 25% Pinot Noir matured for six months in oak, and a sparkling Pinot Meunier made from grapes grown and harvested in partnership with the Santa Ana Pueblo. Gruet produces around 275,000 cases of sparkling wine annually, priced from \$15 to nearly \$50 a 750-ml. and available in 49 states.

- Walla Walla, Washington-based Forgeron Cellars has opened a third tasting room in Leavenworth, Washington. The new location joins Forgeron's Walla Walla and Woodinville facilities, and will offer tastings to the public as well as wine club services and retail sales. Forgeron produces small lot wines sourced from vineyards throughout Washington State (primarily from the Columbia, Walla Walla, and Yakima Valleys.)

Craft Brewing And Distilling News:

- Founders Brewing Co. will release the ninth entry in its Mothership Series, an Oktoberfest. The 6% abv beer is meant to be as traditional as possible, made from imported German malts and yeast and brewed with lager yeast to create Founder's version of the classic Oktoberfest style. The Mothership Series is available only at the brewer's two taprooms in Grand Rapids and Detroit. Previous Mothership Series entries have included Pale Joe, Mucho Lupu, Panther Cub, MF Donkey Stout, and Sleeper Cell. Oktoberfest will go on sale September 27 at \$10 a 6-pack.

- Hood River, Oregon-based Kyla Hard Kombucha has launched its newest flavor, Berry Ginger. The 4.5% abv kombucha joins Ginger Tangerine, Hibiscus Lime, and Pink Grapefruit in the company's low calorie and low sugar line up. All four varieties come in at 100 calories a 12-ounce serving. Kyla Hard Kombucha Berry Ginger is now available across the brewer's distribution footprint in 12-ounce cans and bottles, and on draft. Full Sail Brewing owns Kyla Hard Kombucha.

- Armada, Michigan-based Blake's Hard Cider is set to launch a new, lower sugar line called Blake's Lite Cider. The ciders have zero net sugar and only 100 calories a serving. Initially, Blake's Lite Cider will come in three flavors—Lime Mojito, Mixed Berry, and Apple—all of which, according to the company, are dry and lightly tart. The 5% abv ciders roll out this month and will be sold in a variety 12-pack of 12-ounce cans in the company's 18-state distribution footprint, with accounts including major chains like Meijer and Kroger.

- The state of Virginia has kicked off Virginia Spirits Month, the fourth annual September campaign to support sales and education for Virginia's craft spirits industry. Since the campaign's first year, September sales at Virginia ABC stores and distillery stores have grown by 85%, according to the Virginia Distillers Association. The Virginia ABC today carries more than 200 Virginia-made spirits. This year's campaign dovetails with the launch of the Virginia Spirits Trail and Passport Program, which highlights the locations of the state's 28 participating Virginia distilleries.

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