



JÄGERMEISTER PRESENTS: The Borgore Show

Iconic Spirits Brand Brings EDM Superstar to Intimate Venues Across the U.S.

(New Rochelle, NY) – With its long history of promoting a myriad of musical genres as diverse as the brand itself, Jägermeister is proud to announce a partnership with bass music vanguard Borgore for the “Jägermeister Presents: The Borgore Show” concert series. The multi-city tour will run through September and October, and feature support from some of the top rated DJ’s in today’s electronic music scene.

“The attention to detail in his recordings and performances showcase his dedication to the highest levels of quality, which makes him a perfect partner for Jägermeister” says Cliff Rigano, Director of Music Marketing for Jägermeister.

Borgore (real name Asaf Borger) has been ravaging electronic culture one bass heavy bonanza at a time. His decade long scroll of accomplishments include heading up his own successful label, Buygore Records, headlining sold out shows to record breaking crowds at iconic events such as Tomorrowland, Made in America, Ultra and EDC Las Vegas, a weekly internationally syndicated Sirius XM series and a milieu of collective bangers alongside fellow cohorts like Miley Cyrus, Waka Flocka Flame and Diplo. Hailed as one of the most mind – melting bass music artists of his generation, the 27 year old classically trained producer, songwriter and DJ’s sonic evolution as been as enticing as his surreal multi – sensory show productions.

“I’ve had great times drinking Jäger” says Borgore, “so having a whole tour with them just means this 2015 fall tour is going to be incredible.”

As part of the tour, Jägermeister has enlisted renowned illustrator Tucker Hughes to create custom, limited edition artwork that will be featured throughout the tour. Each stop will also feature original artwork from the brands’ ‘56 Parts: Best as One’ campaign as well as a custom Jägermeister Borgore cocktail inspired by the artist.

More stops on the tour will be announced in the coming weeks, and tickets can be purchased on Borgore’s website through buygore.com. For more information on Jägermeister, visit jager.com or facebook.com/jagerusa. Follow Borgore here: buygore.com facebook.com/borgore, twitter.com/borgore, instagram.com/borgore and youtube.com/user/Borgore.

Tour dates are as follows:

9/29 – Boise, ID – Knitting Factory Concert House
9/30 – Missoula, MT – The Badlander
10/1 – Bozeman, MT – The Faultline North
10/2 – Billings, MT – The Island
10/5 – Des Moines, IA – Wooly’s
10/6 – Lincoln, NE – Bourbon Theater
10/7 – Lawrence, KS – Granada Theater
10/8 – Columbia, MO – The Blue Note

10/9 – St. Louis, MO – Europe
10/10 – Memphis, TN – New Daisy Theater
10/11 – New Orleans, LA – Republic Nightclub
10/15 – Santa Cruz, CA – Catalyst
10/16 – San Francisco, CA – Regency Ballroom
10/21 – Columbus, OH – Skully’s
10/22 – Pittsburgh, PA – Diesel

ABOUT JÄGERMEISTER: Jägermeister, which translates to “master hunter,” is the #1 selling imported liqueur in the United States and one of the top shot brands in the world. The full-bodied flavor of Jägermeister, which includes cinnamon, star anise, ginger and cardamom, is a result of a lengthy maceration to extract aromatic compounds from a closely guarded recipe of 56 herbs, roots, blossoms and fruits, plus aging in oak casks for one year. The production process is exacting and includes sourcing the ingredients in their raw, unprocessed form, along with 383 quality checks to ensure its iconic taste profile. Jägermeister Liqueur is 35% Alc. /Vol. and imported exclusively by Sidney Frank Importing Company, Inc., New Rochelle, NY. **JÄGERMEISTER IS DEDICATED TO MUSIC, NOT UNDERAGE DRINKING.**