



13th Consecutive Award: JTI Germany Certified Top Employer 2026

Cologne, February 3, 2026 – JTI Germany remains one of the country’s most attractive employers: the company has once again received the prestigious Top Employer certification for 2026 – the 13th consecutive year. This continued recognition underscores the high quality of the company’s working environment and the continuous development of its people strategy in Germany.

The official award ceremony took place last Thursday, January 29, 2026, at the Palazzo del Ghiaccio in Milan. As part of the international event, JTI Germany accepted the 2026 certification together with colleagues from across the global JTI organization.

As the largest employer in the tobacco industry in Germany, JTI has once again delivered strong results in key People & Culture categories – including People Strategy, Digitalization, Learning & Development, Leadership Culture, Values Driven Behavior, and Working Environment. The company continues to set benchmarks in these areas and demonstrates that a sustainable, employee-centric culture is clearly embedded in everyday practice.

Global recognition reinforces the ambitious People-First approach

JTI’s strong performance is also reflected globally: in 2026, JTI was certified in a total of 50 countries, earned the regional certifications “Top Employer Europe,” “Top Employer Africa,” “Top Employer Asia Pacific,” “Top Employer North America,” and “Top Employer Middle East,” and was recognized as a “Global Top Employer” for the twelfth consecutive year.

Flexible work models and modern approaches to work–life harmony

A key element supporting the Top Employer status in Germany is the family leave model introduced in 2021, which ensures equitable conditions for all expectant parents and provides enhanced benefits to support family life and flexible parenting arrangements. At JTI, expectant parents receive up to 20 weeks of paid family leave and a top-up to the state parental allowance to match their most recent net income – regardless of role, gender, sexual orientation or type of parenthood.

Employees also benefit from flexible working options: they can work up to 50 percent of their time remotely and up to 10 days per year from abroad. With the Smart Office at I/D Cologne, JTI has also created a work environment that prioritizes sustainability, collaboration, and modern teamwork.



The award is both recognition and responsibility

The People & Culture team plays a pivotal role in continuously developing the company's work culture. It fosters a modern, transparent, and supportive environment where employees can realize their potential and grow both personally and professionally.

"This certification for the 13th consecutive year makes us incredibly proud – not because of the seal itself, but because of what stands behind it: the commitment of our colleagues," says Alexander Welte, People & Culture Operations Director, JTI Germany. "We make deliberate investments in growth, organizational development, and fairness. The result is a workplace where people genuinely enjoy working and can truly be themselves. This award shows we are on the right path – and it motivates us to get even better."

Sina Küenzlen, People & Culture Manager JTI Germany, adds: "Our work culture is not created in the P&C team alone, but in every interaction, every project, and every collaboration. Being recognized as a Top Employer for the 13th time shows that our colleagues live our values every day. Together, we create an environment where people feel seen, can develop, and willingly take responsibility."

About JTI Germany

JTI employs more than 1,800 people at its Trier site, over 100 in Cologne, and around 200 in its nationwide field force – and has been ranked among the most attractive employers in the country for more than a decade.

For more information about working at JTI Germany, visit jobs.jti.com and follow JTI Germany on [LinkedIn](#) and [Kununu](#).

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JTI, a member of the JT Group, is a modern and dynamic international company, passionate about quality and innovation. It sells its products in over 130 markets with the goal of bringing exceptional tobacco and nicotine experiences to its adult consumers. JTI is the global owner of both Winston and Camel, respectively the second and third largest combustible brands in the world. Other global brands include MEVIUS and LD. It is also present in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the eleventh consecutive year in 2025. For more information, visit www.jti.com.

JTI Germany employs more than 2,200 people at its sites in Cologne and Trier. The company is the largest employer in the tobacco industry in Germany and a certified “Top Employer”. JTI is the market leader in Make-Your-Own with Winston. It markets other internationally well-known brands such as Camel, American Spirit and Benson & Hedges. With its global brand Ploom, JTI offers potentially reduced-risk products in the heated tobacco category in Germany. For more information, visit jti.com/Germany.

