

The Science of Fascination

STEP INSIDE THE LABORATORY

The Most Popular Brand That Nobody Likes

The bitter, sweetly harsh taste is unmistakable. Some say it tastes like Robitussin. Others say it reminds them of black licorice. I think that's putting it kindly. I'd compare it to a shot of battery acid laced with kerosene.

So let me ask you. Have you ever had a shot of Jägermeister?

Did you like the taste?

If you didn't like the taste, that's okay. Few people do. Very, very few. And yet the brand has grown exponentially. Jägermeister is one of the top-selling spirits in the world. So how is that possible?

If you're reading this book (and I happen to know you are), the odds are quite good that you've done a shot of Jägermeister. If I may, allow me to make a prediction about your experience of it at some point.

It was past midnight on a Friday or Saturday night. You were with a group, standing at the bar. Somebody in your group—the troublemaker, perhaps—suggested with a sly smile, “Hey, let's do a shot of Jäger.”