

percent wheat as a light, spritzy, refreshing summer drink. It is gently hopped and has a unique aroma reminiscent of banana and clove from an authentic German yeast strain.

Which would you choose?

- ☐ Copperline Amber Ale
- ☐ Franklin Street Lager
- ☐ India Pale Ale
- ☐ Summer Wheat Ale

After describing the beers, I nodded at one of the guys—the blond-haired guy—and asked for his selection; he chose the India Pale Ale. The girl with the more elaborate hairdo was next; she chose the Franklin Street Lager. Then I turned to the other girl. She opted for the Copperline Amber Ale. Her boyfriend, who was last, selected the Summer Wheat Ale. With their orders in hand, I rushed to the bar, where Bob—the tall, handsome bartender, a senior in computer science—stood smiling. Aware that we were in a hurry, he filled my order before any of the others. I then took the tray with the four two-ounce samples back to the double-daters' table and placed their beers in front of them.

Along with their samples, I handed each of them a short survey, printed on the brewery's stationery. In this survey we asked the respondents how much they liked their beer and whether they had regretted choosing that particular brew. After I collected their surveys, I continued to observe the four people from a distance to see whether any of them took a sip of anyone else's beer. As it turned out, none of them shared a sample.