

Q & A with "The Most Interesting Man in the World," Jonathan Goldsmith

Written by Lauren Grifol
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You know it's real when the public identifies you by the title of "The Most Interesting Man in the World" more so than your actual name. Jonathan Goldsmith, the cultural icon seen on the Dos Equis XX campaigns for the past 10 years, has shifted ad campaigns to promote his original love, tequila, specifically, Astral. The Astral brand is known for being organic, delicious and the perfect touch for every margarita.

After inspiring countless memes and having his presence be synonymous with the beer, we decided it was time to chat with this "interesting" man to see if he is deserving of the title. And well, folks, we decided Goldsmith has lived up to the hype. From weekend getaways with President Obama to saving fans from rendezvous with death, Goldsmith is and continues to be the Most Interesting Man in the World.

AFM: You have come out with a book since you have stopped your Dos Equis XX campaign. What else have you been up to?

JS: Going around the country, a different city almost every day, meeting people and just doing PR for Astral [his new tequila campaign]. So I have been very, very busy. A lot of travel.

AFM: What are some of your favorite cities you have visited?

JS: Well, I have been to all of the cities before, but I particularly have an affinity for Austin, Texas. I really enjoy that, and Miami. It's great. Wonderful food, wonderful seafood and a great place to be out of the winter in Vermont. And, of course, Phoenix too. I have been to Phoenix many, many times I have done a lot of traveling there.

AFM: Do you have any go-to spots when you visit the Valley?

JS: I do remember enjoying Ruth's Chris, the one with the beautiful terrace and the mountains in the background. It's a good steakhouse and a beautiful setting.

AFM: What has been the most interesting fan interaction you have had?

JS: There has been so many different things. The campaign has allowed me to travel all over the world, really, but I would have to say saving two people's lives. One was a little girl that was drowning, and the other was a gentleman that had inappropriate attire and equipment when we were caught in a snowstorm on Mt. Whitney. So, I think that those were two wonderful events that were very meaningful.

AFM: I have read that it can be difficult to play yourself for a role. Was it hard for you to play yourself for that long of a time period?

JS: We bring to whatever character we play the essence of ourselves, so no, it was not difficult at all. I had a wonderful time, and it was a great almost 10-year run and I loved every moment of it. I am very lucky. They sent me to Mars and when that door closed, 10 opened up, including this wonderful opportunity with Astral.

AFM: What is one of your favorite memories from your time as being The Most Interesting Man?

JS: A place that I was fascinated with was Vietnam. It was a beautiful experience, lovely people that were very hospitable and very interesting. I thoroughly enjoyed that. There have been so many things. Being a guest of President Obama's for his 50th birthday at Camp David was a highlight. I spent two days there with him and 10 of his best friends for a weekend of games. (article on politico) The doors that have opened for me have been wonderful. It's been a very exciting time the last 12 years, and it's certainly been interesting.

AFM: Do you have any plans for Cinco de Mayo?

JS: Oh, I've got some exciting plans. I am going to Louisville for the Kentucky Derby. So on the 4th, I am going to be at a really nice charity event helping raise money for diabetes. It is the Barnstable Brown fundraiser, and I am bringing Astral and some very special margaritas that we have created. And on Cinco de Mayo, I will at the Derby, which I am looking forward to, and the red carpet. I have been before, and it is wonderful. I am going to meet up with an old friend, Jonathan Blue, who is a very interesting entrepreneur. Among other things, he owns a number of liquor barns. So I am going to be making appearances all over in that area, so I am also looking forward to that. He is a wonderful host.

AFM: So why is Astral so special?

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JS: It is so special, and I believe in it so much that I have an equity position in the company. It is a double gold winner, which means that 50 judges out of 50 in a blind taste test all had to pick it as number one. It is totally organic, it's also 92 proof and there are no chemicals in it whatsoever. What's wonderful about what we have been doing is that we sometimes go back to cities a few times to see the growth, reception and excitement that it has created and it has been really wonderful. I am out to beat George Clooney's record. The sambra is also double gold!

AFM: What is one interesting thing that most fans do not know about you?

JS: Well, that I really am quite quiet, and I don't seek a lot of attention or a lot of noise. I like a very tranquil experience, unlike my characters.

AFM: Tell the truth. Is Dos Equis XX, your favorite beer?

JS: No, it is not, but my favorite Dos Equis XX beer is the ambar. It's great.