MEMORADUM

To: Professor Abreu

From: Andre Goines

Date: March 6, 2019

Re: Can a Pop-Up Settle Down Without Losing Its Fizz

Pete Wells Writes a very informative review addressing the growing popularity of pop up restaurants in New York City; He then begins the review by acknowledging that pop up restaurants do not get much recognition. This is because when a chef or entrepreneur try’s to open a new restaurants or pop up for that matter its difficult to gain popularity; Luckily most pop up restaurants will have reasonable prices for dinning; to appeal to the locals. One of the flaws a pop restaurant are that they have less time to be reviewed or critiqued by experts; due to most of them being temporarily established.

Wells then explains the rise of Chef Nico Russel’s pop up restuarant “Oxalis”. Chef Russel started out as a regular line cook working at many different restaurants specializing in different cuisines all over New York City. Over years Russel would find investors to start his own pop up restuarant in Brooklyn, New York; which Wells visited to dine and critic the restuarant himself.

Wells overall doesn’t complain about the food as its being served giving small and subtle critiques such as the menu itself, Wells explains that the menu doesn’t seem to change even after he continued dine there months later. Another prevalent critique he had was the location of the restuarant itself; explaining that due to the bar being in the front makes the restuarant stay hidden and away from locals who want to stumble upon it. On a positive note Wells explains that the price for dinner is reasonable being able to dine comfortably for about $55-60 for a five-course meal; and that with those prices they are clearly trying to appeal to more locals.

Wells in my opinion had good experience dining at “Oxalis” because of his tone in the review, its perceived that he wants the restuarant to succeed as its still starting up and making those subtle changing he mentioned will elevate its popularity and reputation by a huge margin.