New York City College of Technology, CUNY

Department of Hospitality Management

Janet Lefler Dining Room

MEMORADUM

To: Professor Abreu, Director of Service

From: Arjun Patel, Student- A.U.P

Date: March 5th, 2019

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

In the article by Pete Wells “Can a Pop-Up Settle Down Without Losing Its Fizz” we are given an insight as to how rare pop-up shops are. Wells writes about a former pop-up shop and its chef, Nico Russell. In the beginning of 2016 Russell has gone through a series of restaurants that would give him the keys for off nights so he can cook tasting menus for about 10 different courses. After several trial and errors, he discovers himself by trying out various styles of cooking including contemporary temple to breakfast.

Nico began to sell tickets for his Oxalis dinners, and found many other investors were interested. After noticing that his food was successful he got a lease in crown heights, and Oxalis opened in November. At first Nico decided he will have a pre fix menu which was a six-course menu. He listed his pre fix menu at $60, which is quite reasonable for customers. One of his courses starts with a bite-size snack, which tends to be a crisp potato cake dusted with bay-leaf powder and topped with a chip of nori. The prices promote regular visits. However, Nico feels his frequent customers will feel like they are having the same meal. For this reason, he tends to switch up his menu during the winter months. Nico’s food has spoken for itself but he believes the layout of Oxalis is working against him. He believes dining at Oxalis can be an amazing experience but the atmosphere and layout arrangement brings a downfall.

 In order to make Oxtails become a better place to dine there would need to be a few changes. Primarily the layout, the kitchen is towards the front and the bar is in the back of the restaurant. Another change that could help the restaurants plain atmosphere is to bring an uplifting change to the dining room. Personally I would not go to Oxalis to dine. A pre fix menu works better for those who are open to eating everything. As a vegetarian there wouldn’t be many options for me. Many of the times when there are pre fix menus chefs do not like the alter the dish they created. I would recommend Oxalis to my friends are family who are open to try different foods.

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