MEMORADUM

To: Professor Abreu

From: Meiying Chen

Date: March 6, 2019

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

Pete wells introduces pop-up shops has been increasingly growing to meet customers expectations. With the limited amount of space intact, attracting locals to try the new items on their menu. In this article, Wells describes his experience on the décor and food during the visit. Chef Nico Russel occupation at the time was going to other people’s restaurants to experiment on a 10 course menu. It was a fusion of Italian spice and Mediterranean elements.

Chef Nico Russell talked about his experience in the culinary field. Moving from one restaurant to another. With his skills, he settled down to open his own pop-up shop. What I found interesting in this article was that customers would have to buy tickets to enjoy his course meal. I believe this will help organize the place to prevent over-crowding. Wells continued, the bar was separated from the dining service. The fixed price of the course was $60. The price is reasonable to pay. The decors in the shop look antique which was not well fashioned. As for service, waiters were not knowledgeable with their spiels. The atmosphere was much unwelcoming.

I would suggest a few changes in the restaurant to guiding a better experience for the guests. Waiters should be re-trained in proper spiels that brings out good atmosphere. The walls may have to be repainted. I would like to visit this restaurant. Personally, I love pop-up shops. Whenever there are new openings, I would visit to see what exotic foods the menu offer.