New York City College Of Technology, CUNY

Department of Hospitality Management

Janet Lefler Dining Room

Memorandum

To: Professor Abreu

From: Kristina Medich

Date: 3/7/19

Re: Can Pop Ups Shops Settle Down

Taking a pop up shop and converting it into a restaurant is a bold idea. Going to Oxalis is quite a unique experience according to Pete Wells standards. It being such a different concept than other restaurants it can be a strange experience.

Being located in such a hipster area I think that the the owner Mr. Russell had a idea but failed to execute his idea. And being a multi-course meal where you a seated and eating 4 meals is a strange concept in that area. Beginning with the free little complimentary bite-sized pieces. As Pete Wells discussed in the review Oxalis is not a place to go quite often due to the seasonal dishes. The dishes year after years tend to have the same seasonal dishes.

I would not go to Oxalis because it's quite far from where I live, it's a strange ala carte menu and the menu doesn't seem like the food I like to eat. I true;y think that the location of the restaurant will ultimately make it fail. I understand why Pete Wells rated Oxalis one star even though the food was good.