

New York City College of Technology, Cuny  
Department of Hospitality Management

Janet Lefler Dining Room

**MEMORANDUM**

To: Professor Abreu, Director of Service

From: Matthew Cohen, Student

Date: 3/7/19

RE: Oxalis

The popular pop up, Oxalis, has settled down into a permanent fixture. Giving those of us who haven't had a chance to try it as we chased it from location to location, often just missing it, a location to save to our google maps for future reference. Based on the review, at your leisure might be the best response to "When should we go?". It sounds as if the location is struggling to find itself when the owners are now in charge of every detail of the location, rather than just having to worry about focusing on creating great food.

The description Pete Wells gave doesn't sound like it does the restaurant any favors. Despite the chef being a seasoned veteran of the industry, it almost sounds as if this is his first restaurant. With a poor layout, boring decor and a stagnant menu, it seems like a one and done kind of place. The food sounds appetizing, and reasonably priced. But the, apparently, never changing menu, hurts the chances of return visits when you're likely to have tried most of its limited scope in one or two visits. Unless you REALLY enjoyed your meal, you probably won't have much reason to come back.

Ultimately it's probably worth a curiosity visit. But I don't see it becoming a staple for anyone's routine. It's one thing to keep the same menu when customers will only have fleeting chances to eat it, chasing it around hoping to be able to find it and reserve a spot when they're craving the memory of your food. But it's quite another when people know it'll be there, waiting for them at their leisure. New hooks are needed as people get bored, fast.

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