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You Can't Get a Table at Manhattan's Cheetos Restaurant

The Spotted Cheetah pop-up eatery sold out all its reservations in just six hours.

By CHARLES PASSY – August 15, 2017



Apparently, New Yorkers have a thing for puffed cornmeal.

The Spotted Cheetah, a pop-up restaurant specializing in dishes made with Cheetos, has sold out all of the roughly 300 reserved slots for its three-day run, say officials with PepsiCo's Frito-Lay division that makes the snack. The restaurant is slated to open Tuesday in New York's Tribeca neighborhood.

Spaces were gone within six hours of last week's announcement of the opening, officials said, adding that there is currently a waiting list of more than 1,000 people should anything become available.

Menu items, priced from \$8 to \$22, include Cheetos meatballs, Cheetos grilled cheese with tomato soup and Cheetos-crust fried pickles.

PepsiCo officials wouldn't say how much it cost to create the Spotted Cheetah concept. But such promotional pop-ups are rarely intended to turn a profit, say restaurant and marketing experts.

Which is just as well, says New York-based restaurant consultant Arlene Spiegel, who argues that a permanent Cheetos restaurant probably wouldn't succeed.

"It's one of those fleeting but unsustainable" ideas, she said.