

From: Messick, Tabitha

Sent: 6/19/2018 12:13:47 PM

To: TTAB EFiling

CC:

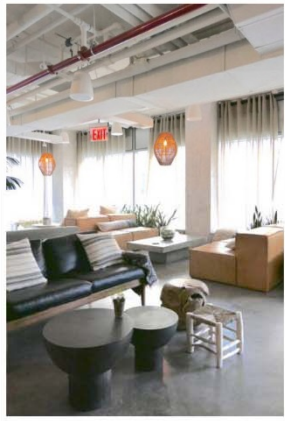
Subject: U.S. TRADEMARK APPLICATION NO. 87382368 - CHEF JAY'S EPICUREAN KITCHEN - N/A -  
Request for Reconsideration Denied - Return to TTAB - Message 2 of 5

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Attachment Information:

Count: 13

Files: two-07.jpg, two-08.jpg, two-09.jpg, two-10.jpg, three-1.jpg, three-2.jpg, three-3.jpg, three-4.jpg,  
three-5.jpg, three-6.jpg, peapod-1.jpg, peapod-2.jpg, peapod-3.jpg





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**Tags:** Greca, New Kid on the Block

**Comments**

## 5 Comments

**Lori**

January 5, 2018 • 7:21 am

I'm always shocked by the lack of Greek restaurants in Manhattan. Especially fast food places. So this is great news! I can't wait to try it!

[REPLY](#)

**John**

January 5, 2018 • 7:21 am

The only problem w feta is that it can be too salty. I'd be nice if they have options for people who have to watch their sodium intake per doctor's orders. I won't hold my breath.

[REPLY](#)

**Nash**

January 5, 2018 • 9:27 am

The space is beautiful and the pies are delicious. However the sweet challah was \$20 for the smallest, driest loaf of bread I have ever purchased. Hopefully they can refine the recipe but it was rock hard and dry.

[REPLY](#)

**Robin**

January 5, 2018 • 1:41 pm

My husband, son and I popped in last Friday night to see the space. A fresh loaf of bread had just come out of the oven – truly it was the most delicious bread we've ever had. Can't wait to go back!

[REPLY](#)

**Kelly Regas**

March 26, 2018 • 1:40 pm

My husband, son and I popped in last Friday night to see the space. A fresh loaf of bread had just come out of the oven – truly it was the most delicious bread we've ever had. Can't wait to go back!

As a fan of the Greek (and Greek myself), I was excited to check out Greca but I am beyond disappointed. This place lacks an identity, the food is nowhere near the quality of the Greek (but the price isn't adjusted downwards enough to make up for that) and what started out as a comfortable place for me to get work done and catch up with a friend turned into a club as it got later. Except there was almost no one there so I'm not sure who the thumping beats were for. Friend and I couldn't hold a conversation comfortably. It would work as a chill lounge/bar but not a fan of the current nighttime state.

[REPLY](#)

### Comment:

Name (required)

Email (required; not published)

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## RESTAURANTS TAKE ON THE MEAL KIT BOOM

By *Lisa White* on Aug. 15, 2017



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The meal kit industry—valued at approximately \$1.5 billion, according to Technomic's *2016 Takeout & Off-Premise Consumer Trend Report*, powered by Ignite—has set its crosshairs on dining dollars. Of those consumers who say they may consider a meal subscription service like Blue Apron and HelloFresh, 47% would reduce restaurant takeout and delivery spending if they subscribed, per Technomic.

To combat the rising tide, operators are switching up group dining options, offering their own versions of **meal kits** (and in some cases, using that very same terminology in the meals' promotion). Here are some of the latest bundled family options for takeout, delivery and dine-in.

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## Peapod Partners With Popular Chicago Restaurants To Create New Meal Kits



Take home the tastes of Wildfire and Big Bowl restaurants with three new chef-inspired meal kits

NEWS PROVIDED BY  
**Peapod**  
Apr 12, 2018, 10:07 ET

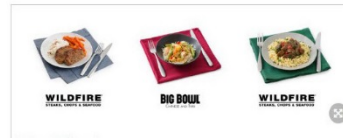
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CHICAGO, April 12, 2018 /PRNewswire/ -- Peapod, the country's leading online grocer, announces the expansion of its popular meal kit line with its first ever restaurant collaboration. In 2014, Peapod began offering a variety of meal kits, and today continues to innovate with a partnership with two Lettuce Entertain You Enterprises® restaurants including Big Bowl®, known for its Chinese and Thai cuisine, and Wildfire®, a classic steakhouse specializing in chops and seafood. Peapod is introducing three new recipes inspired by the restaurants' dishes for guests to enjoy in their own home. Sharing the tastes of some of Peapod's favorite restaurants, the new meal kits are available for home delivery beginning this month in Chicago as well as the New York and D.C. markets that Peapod serves.

The three new kits include Wildfire and Big Bowl chef-inspired recipes which are available in serving sizes of two and four.

- Wildfire® Beef Tenderloin with Couscous
- Wildfire® BBQ Bison Meatloaf, Mashed Potatoes and Caramelized Onions



Peapod and Wildfire & Big Bowl  
Big Bowl® Sweet and Sour Chicken

(PRNewfoto/Peapod)

Each kit contains pre-measured, pre-washed and pre-chopped fresh ingredients for a home-cooked, restaurant quality meal with minimal the prep time. The meal kits can be added right to customers' Peapod shopping carts along with all other grocery essentials without a subscription.

"As the demand for meal kits continues to increase, we are thrilled to collaborate with restaurants like Wildfire and Big Bowl," says Spencer Baird, Senior Vice President of Merchandising for Peapod. "It was a natural progression to work with trusted and popular restaurants based right here in Peapod's hometown of Chicago, and we are excited for our customers to be able to make these delicious recipes right at home."

"By joining forces with Peapod, our recipes will reach a larger audience and give customers who may not have the opportunity to dine in our restaurants, the chance to taste our most popular dishes," says Howard Kantz, Wildfire & Big Bowl President.

**About Peapod**

Peapod, an Ahold Delhaize USA company, is America's leading online grocer with over 40 million orders delivered to date. Peapod's intuitive, inspiring website and award-winning mobile app allow customers to shop faster and smarter as well as save time and money with each order. Peapod is an easy and convenient solution for the busy consumer shopping for fresh groceries, pantry staples and meal solutions. Peapod offers delivery to both homes and businesses, and has over 200 pick-up locations. Peapod is available in 24 metro markets across New York, New Jersey, Connecticut, Rhode Island, Massachusetts, New Hampshire, Illinois, Wisconsin, Indiana, Pennsylvania, Maryland, District of Columbia, and Virginia.

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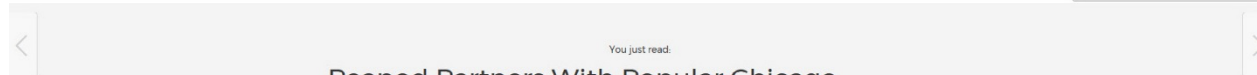
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