



Do you know what Craig LaBan looks like?

63%: Yes  
37%: No

"Yes, but I missed him when he was here."  
"No, and even he doesn't believe me."



Do you know what Trey Popp\* looks like?

83%: No  
17%: Yes

"What kind of name is that?! Is that something you eat out of a stick?"  
"I don't even know who that is."

\*our illustrious new critic

"Love it. It keeps more people in the business honest."

"I can't believe people waste their time on Yelp after they go to a restaurant. They have to dissect everything."

"Their sales reps are the most annoying people on the planet. They're ridiculously aggressive."

"HATE IT. Can you put that in all caps?"

"I want to burn it down."

## WHAT DO YOU THINK ABOUT YELP?

"It's hideous. There's no credibility behind it—it's just a bunch of screaming idiots."

"I want to say, 'Open your own restaurant and let's see how that goes.' It's easy to talk smack when it's anonymous."

"It empowers everyone who has a computer, whether they've eaten there or not."

## TELL US HOW YOU REALLY FEEL ABOUT THE CRITICS

30%

They're too powerful. I'm interested in them, but the best critics are other chefs."

20%

They're useful. They keep everyone on their toes."

17%

Other. "We have professional restaurant reviewers?"

17%

They're a necessary evil.

13%

Love them. "I like everyone but Phyllis Stein-Novack."

3%

They're relics.

## THE CUSTOMERS

A compendium of the most annoying things that diners do:

"Comment on Yelp or a blog about a bad experience they had at a restaurant, but don't ever let the restaurant know directly so we can try and rectify the problem."

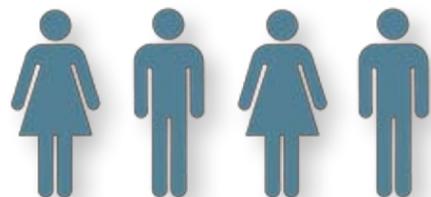
"Deface my food by putting condiments on it without tasting it."

"Make reservations and don't come in."

"Send a dish back because they don't like it. You can't punish a restaurant for that."

"Say they have a food allergy when they really don't."

"I'm in the hospitality industry. I don't get annoyed at my customers."

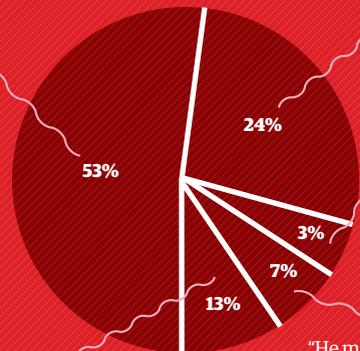


"A lot of people think they're foodies, but they don't know what they're talking about."

## Stephen Starr is:

**An astute businessman who gives the dining public what it wants.**  
"Anyone who says anything different is a jealous idiot."

**A genius.**  
"I think he brought a lot of energy to this city, and he delivers above average on everything he does."



**Other.**  
"A film producer."

**A scourge.**  
"He doesn't create anything—he takes other people's concepts and polishes them up."

**A restaurateur.**  
"He makes a lot of money off of well-executed food and understands you need an environment that makes people feel cooler than they actually are."

90%

OF CHEFS SURVEYED PREFER A PROFESSIONAL REVIEW TO YELP.

## A noodle house

"More chefs opening their own restaurants."

## WHAT DOES THE PHILLY RESTAURANT SCENE NEED?

"A return to normal dining patterns—app, entrée, dessert."

"More people who aren't the victims of the cheesesteak-and-soft-pretzel mentality."

"More ethnic cuisines to go upscale."

## More fine dining

## The 'Burbs

Are there good restaurants in the suburbs?

No: 23%

"You don't see any of the popular chefs out there. Everyone wants to branch out, but the market out there won't keep a restaurant full Monday through Thursday. Suburb people only go out on the weekends."

"I think you have to cater to a lot of people who want you to bend over backwards for them."

"The suburbs don't support them as well. People don't want to pay the price in their own backyard; they want to go into the city."

"The clientele in the suburbs are rookies, and they want personal chefs. You can practice your art downtown, whereas in the suburbs you're a slave to the popular tastes."

"The dining public is much less discerning, especially in the richer 'burbs. I've noticed a pattern of rich people loving bad food."

"They dumb down their food."

"The problem is talent—they want to go where it's busiest to make the most money."

WOULD YOU RATHER BE ON ...

OR TOP CHEF?



IRON CHEF ...

43% say neither.

"I don't even want people to know what I look like."

## HOW DO YOU FEEL ABOUT BEST-OF LISTS?

(Ha.)



PERCENT LOVE THEM.

7% hate them. 47% get why readers like them. 23% remain neutral on the subject.

"Love them. When I'm on them."  
"I get why readers like them, but I hate them."  
"They're for women and children, just like greatest hits albums."

Yes: 67%

Okay. So, can you name some?

"Um. Ah. Um. Hmm."

"Collingswood has some good places."

"I can only think of the Pop Shop in Jersey. So maybe the answer is no?"

"Nectar. Birchrunville Store Café is supposed to be good. I mean, I haven't been."

"Bluefin is the best sushi in the area."

"Blackfish. Nectar. Sang Kee. The Korean places in Elkins Park."

"A La Maison. Sagami." • "Fuji." • "Funky Lil' Kitchen."

"Stockton Inn. Hamilton's Grill Room."

Other: 10%