ON YOUR GRILL THIS SUMMER: BEYOND MEAT? Should You Feature the Hot IPO at Your BBQ?

By Greg Leddy

When I balanced the surprisingly substantial patty on the bun, my first impression was a product that looked like any other burger. At first glance, my doubts seemed to be squashed.

So, with little hesitation, I took a bite.

A satisfying crunch through the burger’s crust, followed by a dense, meaty chew. It was pretty good.

But, then came the flavors. Not the acidic zip of a picle, or the tart sweetness of the ketchup. No, it was that damn B.O., followed by the distinct nutty smell. It’s a smell you might associate with something you’re working to build a future that delivers “the guilt that might go along with it. And it seems, after years of trial and error, that they’ve come up with the solution: the Beyond Meat burger, an initiativethat is designed to be better than any of those sad, mushy veggie burgers of your worst nightmares.

According to the website for Beyond Meat, a Los Angeles producer of plant-based meat substitutes, they’re working to build a future that delivers “the juicy, delicious taste you know and love, and being better for you and the planet.” And, I have to admit, the photos of delicious-looking meat that populate its site had my mouth watering.

But a true burgermeister such as myself could not let myself be so easily fooled by marketing, however strong it may be. So, to put Beyond Meat’s quarter-pound burgers to the test, I cooked some up for myself.

While the patties did look and feel, quite shockingly, like a beef patty, there was one thing that immediately tipped me off that they weren’t: the smell. An acidic, horse-eyish smell, almost akin to a type of meat sauce that replaced me to no end. After some research, I learned that this was to be expected, and a smell that only someone with a heightened sense of smell would notice.

But the question at the end of the day is this: is this the beef-burger-killer that we hadn’t thought we needed? Not quite. The Beyond Meat patty’s flavor was not as noticeable as the burger’s overall taste.

For me, the Beyond Meat burger doesn’t deliver the same satisfaction that a beef burger does, and I probably won’t be looking for these next time I’d like to have a burger.

For now, I think our beloved food nerds have a little more work to do. In the meantime, I’ll take another fat bite from my greasy McDouble.
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THE BB&L
CULTURE & COMMERCE

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In hundreds of cities throughout the world, from Warsaw to West Hollywood, there has been a trend of converting rooftops into apartments, a trend that started in New York City and San Francisco-based Lime that will involve hundreds of motorized scooters coming to the Mile Square City. The devices will be allowed to travel in Hoboken’s bike lanes and can reach speeds of up to 20 miles per hour. An official launch event is expected to take place in May atop the SNAP garage, bringing 110 hotel rooms to Newark’s South Ward.

THANOS DEMANDS YOUR MONEY
BY MATT MANCUSO

Writer’s Note: This piece is a spoiler-free summary of Avengers: Endgame’s major plot points.

The latest addition to the Marvel Cinematic Universe, Avengers: Endgame, came racing into the theaters with an opening weekend that shattered all previous box office records. The final chapter of the Infinity Saga, the cinematic masterpiece came with expectations that were through the roof. From the same film studio that brought the Star Wars franchise to life—Lucasfilm, a division of Disney—Avengers: Endgame has captured the hearts and minds of people worldwide. Since its release, the film has generated almost half of the box office revenue of all the movies in the Marvel Cinematic Universe, including massive hits such as Captain America: Civil War. It’s already predicted to pass Avatar as the biggest movie in history.

And come out the fans did. On Thursday night, the movie collected $407 million from moviegoers and de

If you live in Central or Southern New Jersey, the town of Leonardsville might not ring a bell when it comes to grocery stores. However, plenty of New Jerseyans are familiar with the Connecticut-based ed Stew Leonard’s grocery store is expected to open in the fall and will have around 300 employees. Inside, there will be a bakery, a butcher shop, a hot food buffet, and a seafood department. The site where the Paramus Stew Leonard’s is being constructed previously contained a Sears department store.

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In just under 10 days, Avengers: Endgame generated almost half of a billion dollars. That mark alone had never been achieved by any Marvel cinematic or classic movies in the Marvel Cinematic Universe, including massive hits such as Captain America: Civil War. It’s already projected to pass Avatar as the biggest movie in history.

In the books, with the Marvel Cinematic Universe is finally taking a step in an alternative direction, a new step for a studio that set many precedents with such a successful run. Never had a studio produced consistent hits in a row to fit together in a story. These stories generated billions at the box office and attracted people from every background. This generation was lucky enough to experience something that might never again come to fruition—a 22-movie storyline that concluded in one of the most powerful, emotional, and Marvelous films in cinematic history.

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