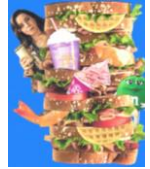




The Journal



A Timeline of Food Trends on the Internet in 2023



Purdy's Wharf the jewel of Nova Scotia opens It's Newley remodeled Market at a cost of 125M

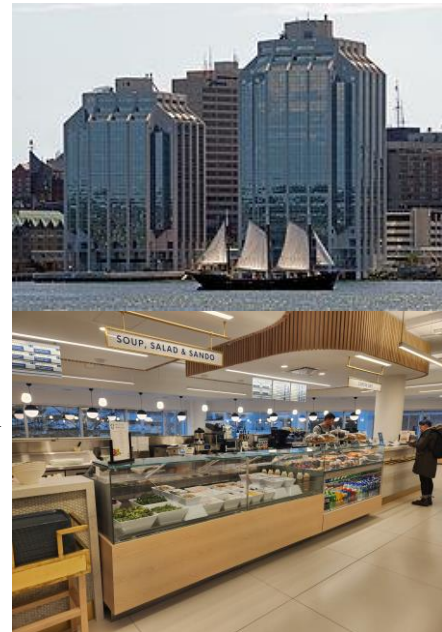
Halifax, Canada, Dec 21, 2023 , Bell's Kitchen, a new food hall at the Purdy's Wharf office complex in downtown Halifax is named after a street that fell victim to progress. Bells Lane Kitchen will open on Monday, hoping to attract "tenants, tourists and the downtown business community."

"Bells Lane represented a time of change. It is the name of a road cleared with the development of Cogswell Interchange in 1970," Vincent Van den Brink, president of design firm Breakhouse, said in a release. "The small lane was removed to prioritize the car creating a very unfriendly, unhuman environment. Today with ongoing demolition and construction, Bells Lane will soon come back to our downtown core, prioritizing a return to the pedestrian experience."

Van den Brink said the new space was specifically designed to not resemble the large food courts put in office buildings in the 1970s. "For us, Bells Lane was the perfect namesake for this food hall," he said. "A food hall is different and elevates the Purdy's culture we want tenants to experience."

"It is not just a place to eat, it is a space to gather, socialize, work or even pick up produce for the family on the way home.

The result ... is a space that highlights incredible food but also encourages people to live a better live-work balance." Bells Lane Kitchen is being operated by Scanway and will include two sit down dining spaces and a to-go market.



Section of Bell's Kitchen with Oscanek® Rosa series

“The addition of Bells Lane Kitchen to the amenity mix at Purdy’s Wharf will be a game changer for our tenants, their employees and the broader business community,” said Lisa Miller of GWL Realty Advisors, which owns Purdy’s Wharf. “We know this is filling a huge gap in the downtown dining experience and are excited that people will now have high quality food and drink options that can be ... easily accessed through the pedway system.”

Brief History:

Purdy's Wharf is an office complex in Halifax, Nova Scotia, Canada. Built over the water at the edge of Halifax Harbour and resting on pilings, it consists of two office towers, and a smaller office structure called Purdy's Landing. The complex is located along the Halifax Waterfront Boardwalk.

Planning

The complex was developed by J.W. Lindsay Enterprises, based in Dartmouth, which submitted a planning application on 13 July 1981 for the Purdy's Wharf development, to be constructed on the former Purdys Brothers lands as well as some land owned Section of Bell's Kitchen with Oscartek® Rosa series by the City of Halifax and the Canada Mortgage and Housing Corporation (CMHC). The development plan relied on the city and CMHC agreeing to sell these lands.

A public hearing was held in relation to the Purdy's Wharf development on 7 October 1981. Halifax city council approved the proposal on 15 October 1981 as well as the sale of the city-owned lands, where the parking garage is now located. The development agreement between the developer and the city was further negotiated, and a revised agreement was approved by city council on 18 May 1983.

Construction and opening

The architect was Shore Tilbe Henschel Irwin Peters of Toronto, while the structural consultant was George Brandys and Associates Ltd., now known as BMR Structural Engineering, of Halifax.[4] Construction began in 1983. The first phase of the development, the 18-storey Tower I, opened in May 1985. Built at a cost of around C\$49 million, phase one also included a four-storey office building and a parking garage.

In January 1987, the developers announced that a second phase would be built. Comprising a 22-storey, 34,000-square-metre (370,000 sq ft) office tower and an expansion of the parking garage, the expansion was estimated to cost C\$65 million. The same architecture firm was employed. The project was completed in 1989, coinciding with the beginning of the early 1990s recession, which impacted the real estate market and contributed to the complex suffering from a 35.2 per cent vacancy rate in 1990.

Ownership

In January 1999, Olympia and York purchased a 47.5 per cent stake in the development for C\$39.9 million.[10] At that time, GWL Realty Advisors owned 47.5 per cent while J.W. Lindsay owned the remaining five per cent.[11] In early 2000, J.W. Lindsay sold their share of the complex to the other two co-owners, which each increased their ownership to 50 per cent.

In July 2005, Olympia and York sold their 50 per cent stake to GWL Realty Advisors for C\$63.0 million

A Timeline of Food Trends on the Internet in 2023

Martha Stewart's Sports Illustrated swimsuit cover. The Grimace Shake. Girl dinner. The internet's virality machine has served up another year of delicious slop and we thank it for the food. So many of 2023's biggest internet moments have had to do with what and how we ate, for better and for worse. In this timeline from January to December, we've traced each month's biggest edible moment on the World Wide Web to acknowledge the impact that Tomato Girl Summer, Lana Del Rey's mysterious Waffle House stint, and Taylor Swift's "seemingly ranch" have had on our Extremely Online psyche.



January

Following Green M&M's literal reboot, M&M launched "all-female" packages M&M's changed feminism forever (and set off right wing cultural critics) by releasing special candy packages featuring only female M&M characters. Skeptical of their girl bossery? What if I told you one of the female M&M's was wearing glasses? Yeah, that's what I thought. —Sam Stone, staff writer

February

"Carnivore bread" became TikTok's latest unsettling cooking trend Anything can be bread—even meat and eggs and baking powder, I guess. That's the upsetting recipe that went viral on TikTok this year. But it's not just one recipe; a carnivore diet movement is sweeping the nation. —S.S.

BORGs took over college parties

BORG stands for Black Out Rage Gallon, and they are gallon jugs filled with water, an entire bottle of alcohol, and electrolytes. They're meant to be drunk over the course of the entire day at long, rambling college parties. If you drink a BORG, you will most likely black out. You will probably rage. It's likely that you will gallon. —S.S.

March

Scientists made a meatball from mammoth DNA

Scientists used genetic sequencing information from woolly mammoths to grow enough cells to synthesize the meat. Confused? That's okay. Unfortunately, we'll never know how this giant prehistoric meatball tastes—the scientists refuse to eat it (or let anyone else try) because it could hypothetically contain some kind of prehistoric virus that would wipe out humanity, I guess. —S.S.



April

#WaterTok flooded TikTok

You might imagine #WaterTok to be short video content about, I don't know, streams, rivers, and oceans—I would watch, honestly. No, #WaterTok was video after video of recipes for mostly sugar-free flavored water concoctions, like “Mountain Dew-flavored water” made with powdered Tang, zero-sugar lime syrup, and powdered, kiwi-lime Skittles flavor. —S.S.

With a viral, highly criticized ad, Big Milk became cheugy

Milk got aggressive this year. Angered by years of alternative milks chipping away at its market share, Big Milk released a campaign helmed by Aubrey Plaza spoofing nondairy milks by facetiously promoting the fictional “wood milk.” The joke did not land. —S.S.

May

Martha Stewart dropped a Sports Illustrated cover

Martha Stewart will not be stopped. At the age of 81 she appeared on the cover of Sports Illustrated's Swimsuit Issue as the oldest model to ever grace it. Whatever you may think of her brand, you have to appreciate a bold later-in-life swimsuit cover. —S.S.

June

The Grimace Shake became a meme, and Grimace a queer icon

Technically, Grimace has birthdays every year, but this year McDonalds decided it should be a big deal. The internet agreed, and suddenly the large purple burger mascot was deemed a queer icon. Is there anything inherently queer about Grimace? Not to my very queer and discerning eye, but who am I to deny people what they want? —S.S.

July

Lana Del Rey's Waffle House stint baffled fans (and everyone else)

Lana Del Rey, the queen of melancholy, ditched her California daydreams for a Waffle House shift in Florence, Alabama, this summer. Wearing the brand's blue-collared shirt and a yellow name tag, “Lana” played barista, belted out Amazing Grace with a diner, and left fans...utterly perplexed, as they've been by the many celebrities cosplaying normies in restaurants this year. (She was actually there hanging out with her relatives when a server offered them shirts.) —Ali Francis, staff writer

The Barbie movie inspired many extremely pink foods

An entourage of Barbie-themed merch rode the coattails of Margot Robbie's reign this summer. The brave souls at BA dove into the plastic queen's culinary realm by taste-testing some fuchsia-hued foods. Reviews swung from a resounding “5/5 Barbie” for the Pinkberry frozen yogurt to a “0.5/5 Barbie” for the Pasta G. Di Martino's pennette rigate. Some fails are to be expected when the muse's taste buds are made of vinyl and plastic. —A.F.

TikTok feasted on “girl dinner”

Thanks to TikTok creator Olivia Maher, girl dinner has transformed every random assemblage of foods into a whimsical feast.

Salt-and-vinegar chips, cereal, and a trio of Starbursts? Girl dinner. Picture-perfect plates of cherry tomatoes, olives, prosciutto, burrata, and plums in olive oil? Also girl dinner. I think you get it. —A.F.

August

Tomato Girl Summer (and other food aesthetics) came into fashion

“Hot Girl Summer” walked in 2019 so [Insert Food] Girl Summer could run this year. Tomato Girl rocked linen maxis; Lemon Girl flaunted flowy dresses on her sunset jaunts; and Vanilla Girl cozied up in beige neutrals. Born innocently to teens on TikTok, the terms were swiftly taken up by big brands and sold back to...the same people who created them. Nothing kills a vibe quite so fast as a corporate marketing team. —A.F.

September

Taylor Swift’s “seemingly ranch” proved the Taylor Swift Effect on food is real

Taylor Swift embraced the reality of her mortal meat carapace by devouring chicken tenders at a Kansas City Chiefs game ft. her since-confirmed boyfriend and team tight end Travis Kelce. Her snack (the chicken, not Travis) was complete with, as a fan account observantly noted, “Ketchup and seemingly ranch!” Cue brands: Hidden Valley Ranch renamed itself “Seemingly Ranch” on X (nee Twitter, also renamed this year), Heinz unveiled a new sauce named “Ketchup and Seemingly Ranch,” and the Empire State Building social account posted a photo of the concrete phallus lit up in white and red. Unfortunately, despite our completely scientific analysis, BA cannot confirm nor deny the ranch-ness of said white goop. —A.F.

October

Not to be outdone by his partner, Travis Kelce launched frozen meals

Buoyed by boo’s culinary endeavors, aforementioned tight end Travis Kelce debuted a frozen meal line called Tracis Kelce’s Kitchen at Walmart. We can now predict with low-to-moderate accuracy what’s for dinner in the Swelce household: Defrosted burnt ends, sliced brisket, baked beans, and a hearty dollop of seemingly ranch. —A.F.

November

Red Lobster reported it lost millions in its Endless Shrimp deal

Red Lobster made its Endless Shrimp promotion a permanent fixture on the menu and unleashed chaos unto itself. For a mere \$20, enthusiasts devoured limitless shrimp, boosting year-over-year traffic by 4% at the chain’s 670 locations. This was, quantitatively, too much shrimp: The seafood chain is now grappling with a \$20 million shrimp-related loss. —A.F.

December

A woman chomped on a chopped finger in her Chopt salad

A Chopt customer discovered an extra serving of protein in her arugula salad: the tip of an employee’s left pointer finger, which Greenwich, Connecticut, woman Allison Cozzi found herself “chewing on.” The health department fined the Mount Kisco, New York, store \$900 but Cozzi is seeking more, recently suing for “severe and serious personal injuries”—both mental and physical. —A.F.



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