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## Netflix Bites pop-up restaurant draws attention to L.A.'s Short Stories Hotel

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Netflix Bites

Netflix Bites showcases dishes from the streamer's most well-known chefs.

Netflix has opened its first pop-up culinary space, a dining experience showcasing dishes from the streamer's most well-known chefs.

Netflix Bites is the brand's latest live experience, following pop-up activations and retail stores for shows "Bridgerton," "Stranger Things" and "Money Heist." Now the brand is drawing inspiration from chefs on Netflix's "Chef's Table," "Is It Cake?," "Iron Chef: Quest for an Iron Legend" and others.

Operated by Curtis Stone Events, Netflix Bites opened to the public in late June at Short Stories Hotel in Los Angeles' Fairfax District, transforming the boutique hotel's outdoor restaurant space through September.

When a friend came to Short Stories owner and operator Leo Grifka about collaborating with Netflix (Nasdaq: NFLX) for the pop-up, Grifka immediately saw the benefits of the opportunity to work with the brand.

"They were looking to do this really interesting, very cool, groundbreaking experience, and I had the real estate and the restaurant to make it happen," Grifka told L.A. Business First. "Because we're not Marriott or a huge company, we're able to be nimble. We were able to work on it together, and next thing you know Netflix Bites was opening."

A team of celebrity culinary masters collaborated to shape the Netflix Bites menu, with chefs in the spotlight including Curtis Stone ("Iron Chef: Quest for an Iron Legend"), Dominique Crenn ("Chef's Table," "Iron Chef: Quest for an Iron Legend"), Rodney Scott ("Chef's Table: BBQ"), Ming Tsai ("Iron Chef: Quest for an Iron Legend"), Ann Kim ("Chef's Table: Pizza"), Nadiya Hussain ("Nadiya Bakes"), Jacques Torres ("Nailed It!") and Andrew Zimmern ("Iron Chef: Quest for an Iron Legend").

"This screen-to-table experience of giving fans a taste of what happens on camera is just awesome," Stone said in a statement. "The talented chefs and mixologists assembled means there is something for everyone."

At the restaurant bar, mixologists Frankie Solarik, Julie Reiner, LP O'Brien and Kate Gerwin from Netflix's "Drink Masters" have brewed up an array of custom cocktails for the drink menu.

Open from 5 p.m. to 10 p.m. daily, plus weekend brunch from 10 a.m. to 2 p.m., Netflix Bites has already created a stir at Short

Stories. Grifka said the response has been positive, with eyes on the pop-up from all around the globe.

“There's been a lot of press on Netflix Bites all over the world, so anytime that Short Stories Hotel can be next to Netflix, which is such a well-respected global brand, it's beneficial,” he said. “We've seen people wanting to come in from other areas to experience Netflix Bites and stay with us. Generally it's really good for the brand, and at the same time we've seen a positive economic impact.”

In an age of no-contact check-in and limited face-to-face contact with hoteliers, Grifka wanted to take an opposing route when opening Short Stories in 2022. When guests check in at the hotel, they're not only given a tour of the property and walked to their room, but they do so with a welcome drink in hand.

Grifka said the priority was to create personalized hospitality touches devoid of automated services, with a focus on the guest experience.

Previously working with management companies on his hotel projects, Grifka is running Short Stories himself. He said the biggest challenge thus far has been operating as a new brand, especially in the location of the former Farmer's Daughter Hotel.

“Every guest is different,” Grifka said. “There are guests that appreciate being able to go right to their room and check in on their phone. But I think there's just as many guests that want a more personal experience, especially if you're staying in a boutique-type of property and you want a boutique experience. If a guest has a bad day or it's their birthday, you want people at the hotel picking up on that and reacting accordingly. That, to me, is personalized hospitality, and that's what we're trying to deliver.”

Looking forward, Grifka said he has his eye on expanding the Short Stories brand in L.A. and beyond as the recovery of the hospitality industry takes off. While he said the property has to be right, Grifka said he's enthusiastic about bringing “old school” hospitality to more guests and engaging in the hands-on experience on both the real estate and management sides of operations.



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