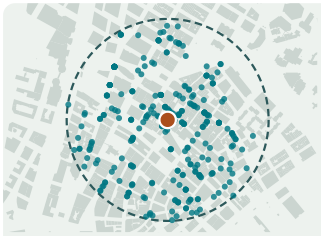
New York / Choose an activity · 21 Maiden Lane

Test lunch and preordered take-home meals

Run a paid lunch and evening pickup test with a permitted kitchen. Record full-price orders, repeat customers and contribution for each service window.



21 Maiden Lane

308 inspected establishments within 500 m

676 within 1 km

Dots mark inspected establishments.

Maiden · 308 records

500 m straight-line radius · teal dots = selected businesses · orange marker = study anchor · north up. Maiden · 308 records.

Why this is worth testing

Within 500 m there are 308 inspected food establishments. The modeled audience includes about 22,000 residents and 41.5 million ft² of office floor area. Actual office attendance is unknown.

Alternative

Test lunch alone on comparable weekdays. Compare full-price repeats and contribution to learn whether evening pickup earns its extra labour.

Still unverified

The public register combines many formats. Access, spare capacity, unmet demand and the availability of the specific suite remain unverified.

When to proceed or change course

Calculate required orders per day from fixed cost per day divided by positive contribution per order. Proceed only if repeatable paid volume and kitchen capacity meet that target.

DOHMH inspection records dated 13 Nov 2026. ACS 2020–24 and MapPLUTO 26v2 supply audience context.

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