

Lobel's : Who are your customers?

I took advantage of a promotional \$50 gift certificate from [Lobel's](#), an upscale New York meat market that also does mail-order, at least 7 or 8 years ago, and I've been on their mailing list ever since. I have to admit that their products do look appealing, and am occasionally tempted to make a purchase, until I think about how much I'd be spending for what I'd be getting.



For example, while I was looking around their site, I noticed that they sell [Double Hickory Smoked Slab Bacon](#), unsliced, in 2½ pound slabs, for \$29.98 – pricey, but considering how difficult it is to find uncut slab bacon, it might be worth it for a splurge – that is, until you roll in their shipping fees : another \$26.95 on top of that.

This means the bacon ends up being \$22.78 a pound, or a total order price \$56.93.

It really makes me wonder who they think will order from them, especially in this economy. Still, they've been in business for 5 generations, so there's got to be people willing to part with their money.