



Leseprobe

Joel Holland, David Dodge
NYC Street Vendors
Food Trucks, Coffee Carts,
Market Stalls, and More

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Zum Buch

A visual love letter to the food carts, market stalls, and sidewalk entrepreneurs that give New York City its flavor, grit, and humanity.

From halal trucks in Queens to mango stands in the Bronx, churro sellers in Brooklyn to taco bikes in Manhattan, NYC Street Vendors features over 150 of the city's most beloved curbside operations. Illustrator Joel Holland captures the soul of New York's informal economy through bold, expressive drawings which are paired with insightful, engaging text penned by local writer David Dodge. Building on the success of the duo's earlier books, which covered storefronts in Manhattan and Brooklyn, this volume shifts focus to the vibrant community of rolling kitchens, pop-up stands, and independent sellers. Alongside longtime fixtures like NY Dosas, Mister Softee, and the Arepa Lady, readers will discover Japanese musubi carts, knife-sharpening trucks, Jamaican jerk vendors, mobile bookstores, and bustling hubs like the Union Square Greenmarket. Many of the entrepreneurs featured are immigrants whose work has helped shape the cultural fabric of the five boroughs—making the project a powerful reminder of the essential role they play in New York's identity.

Autor

**Joel Holland, David
Dodge**

David Dodge is an NYC-based journalist covering travel, LGBT+ issues, politics, and culture for outlets including the New York Times, Travel + Leisure, Out, and Newsweek. He is the co-author of *Brooklyn Storefronts*, *Category Is: Cocktails!*, *Sassy Planet* and also

Hot Dog Vendors

In New York City street food offerings come and go over the years—but throughout it all, there's remained at least one constant: the iconic hot dog, traditionally served with spicy mustard, sauerkraut, and onion sauce.

The hot dog's domination of the Big Apple's street food scene has its roots in the 1860s, aided in part by a wave of Central and Eastern European immigrants who brought their beloved schnitzels and wieners along with them. Charles Feltman, a German pushcart vendor in Brooklyn's Coney Island, was arguably the first to turn the hot dog into the street food we know and love today. His innovation? Placing the wiener inside a bun, finally freeing it from the shackles of forks and knives. His dogs were such a hit with Coney Island beachgoers that the business eventually transformed into Feltman's Ocean Pavilion, a now-defunct restaurant that once occupied an entire city block during the 1920s, selling forty thousand hot dogs a day.

Nathan Handwerker, a Polish immigrant who worked as a bread slicer at Feltman's, helped the hot dog reach new heights. In 1916 he and his wife, Ida, left the business to start their own small hot dog stand on Surf and Stillwell Avenues in Coney Island, thus returning the hot dog to its street vending roots. Ida's secret spicy recipe helped make the business a success, as did their price point (while a Feltman dog would set you back a dime, Nathan and Ida sold theirs for a cool nickel). Today Nathan's hot dogs can be found at street carts in every borough of New York City, as well as in grocery stores, restaurants, and stadiums the world over.

**The New York hot dog vendor has withstood
the test of time, even amid stiff competition
from gourmet food trucks that have firmly
taken hold of the street food scene.**

Hot dog carts, however, are more than just another type of food vendor—like yellow cabs and jaywalkers, they are a permanent and cherished part of the city's fabric.

