**Video Title:** Why Iconic New York Steakhouse Peter Luger is Offering Delivery for the First Time In 133 Years

**Video URL:** <https://www.youtube.com/watch?v=Rg4wJhsb8-A>

**Running Time/Source:** 3:21 minutes, CNBC TV, May 20, 2020

**Close Caption Available:** Yes

Peter Luger is an exclusive steakhouse in New York City, New York. It was founded in 1887, making it one of the historic eating establishments in the United States. In terms of maintaining its “exclusivity”, it has never (as noted above) delivered its food to customers---if you want to eat Peter Luger’s top-of-the-line steaks, you have to come to Peter Luger’s. Also, and rather unusually, it has never accepted general credit cards. If you eat at Peter Luger’s you have to pay cash or use a special in-house Peter Luger’s credit card to pay for the meal. With the advent of the COVID-19 crisis, however, Peter Luger’s has changed its policies and is now both delivering meals to customers and accepting for payment general credit cards such as Visa, MasterCard and American Express.

Questions:

1. What prompted Peter Luger’s to so quickly make these business operations changes?
2. Why did Peter Luger’s historically refuse to accept any “outside” (non-Peter Luger company) credit cards for meal payments?