

IAT s08e29

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SPEAKERS

Tom Merritt, Molly Wood

Molly Wood 00:05

Hey everyone, I'm Hollywood.

Tom Merritt 00:06

And I'm Tom Merritt.

Molly Wood 00:08

Welcome to it's a thing, the weekly podcast supported by you, where we believe in the emotional power of podcasts for many of us podcasts, our language of love. It's more than just nourishment. Its memories. Its connection. Its comfort. Thanks for joining us.

Tom Merritt 00:25

I mean, I'll be honest, that repurpose corporate mission statement worked very well. Already accurate, it felt really pretty like yeah, we could have written that. Yeah,

Molly Wood 00:33

that's a little bit on the nose. Well, of course, it's perfection, because it's the corporate mission statement of gold belly will always be my favorite. I will accept no imitators don't even try DoorDash and UberEATS. I'm not having it.

Tom Merritt 00:47

My permanently gold, gold belly

00:51

for life.

Tom Merritt 00:55

I feel like there's some transition between gold belly and my first thing,

Molly Wood 01:00

which is like, you know what, you can order your favorite crappy food on go belly. No one's gonna judge you maybe like that. Yeah,

Tom Merritt 01:05

yeah, that could be like your gold belly ordered doesn't have to be high quality. It could just be what you want. I feel like the Uber thing that I am identifying here. And by Uber I mean over not. carpooling. Is the decline of the snob. Yeah, I feel like we may be moving out of an era of snobbery. And by era of snobbery, the sort of like, Oh, you like coffee? Well, do you use this press? And where do you get your beans? Oh, you like bread? Well, do you use the finest single grain rice from the blind? What mill? Do you like? That is part of the culture for the past 10 plus years, right?

Molly Wood 01:47

Yep. And it's exhausting.

Tom Merritt 01:49

Serious eats.com posted an article by Keith Penn Dolphy called the case for bad coffee. What's great about this is this person is a recovering snob. They talk about how they have a French press and how they used to buy whole beans single origin locally roasted coffee at the gourmet market and how they they agonized over having the exact right tools and then getting the rum soaked Baba perfectly paired. And now they drink Maxwell House.

Molly Wood 02:26

That's so awesome. I mean, that is just outstanding. And I quote from this piece. It's not just instant coffee that I hanker for each morning either it's a me subpar coffee I could get my hands on.

Tom Merritt 02:39

I don't drink cheap coffee to be different. I don't boast of my love for Cafe boost stylo which has become the PBR of the bearded Brooklyn set. I buy Maxwell House. There is nothing cool about Maxwell.

Molly Wood 02:53

This is so great Cheap Coffee is one of America's most unsung comfort foods is warming and familiar as a homemade lasagna or six hours to oh, this is so nostalgic and delightful. And also I am obsessed with this concept of the earthing being the death of snobbery because first of all, Lord let it be right like I am so tired. Oh yeah. Of being at the whim of you, the chef slash artiste or you the pour over coffee barista who apparently has nothing but time.

Tom Merritt 03:29

Or, or like, you know what, I made some delicious breakfast with American cheese. You want? Oh, my God.

03:39

And you know what? It was delicious. Exactly.

Tom Merritt 03:41

I feel like this is a generational thing. I know, I probably tend to see things generationally more than they are. But I feel like there was there was a millennial sort of thing that Gen X fed. I'm not gonna say Gen X would be entirely innocent of this. But the millennials, like raised to new heights of like, well, if you're gonna do a thing, you have to do it right. And to do it, right, you have to do it perfect. And I feel like there's a little backlash, probably not just from Gen Z. But just a backlash in general, like that's tiring. That's exhausting. You can't do everything perfectly all the time.

Molly Wood 04:18

And trying to do everything perfectly in that way. Just put someone else in control of your experience. Like it's weird coming out of the pandemic, I feel strangely resentful of the restaurant experience. Like, I feel like it's too much food. I'm totally at the mercy of the timing of the kitchen and the waiter and the waitress. And I'm sitting there waiting for my check, and I just want to go like, it's this interesting. And I had already been feeling that way about fine dining for years where I'm just like, No, I'm not in it for your kind of masturbatory 13 courses, like, give me a food truck. And so I'm sort of not I can't say I'm super surprised to see this like, it's it's the rejection of every We've all been making fun of like these observed pour over coffee places and and also paying, like \$70 for it.

Tom Merritt 05:07

Right? Let's crazy. Did I tell a hilarious story in the pre show about going to an overpriced bakery and how good their stuff is? Yes. But I don't think they will have to do that. And also, I paid extra money for something that's worth the extra money. A lot of these other things, it's debatable whether you're really getting something that's better. And I think that's what the case for bad coffee kind of shines a light on is like, how much better is it really for the extra time and money that you're spending like, okay, it's probably better. But sometimes good cup of Maxwell House coffee, just do the trick.

Molly Wood 05:48

And it's so easy like you just put it in that little pot and approves it right up the end.

Tom Merritt 05:53

I was buying American cheese slices because we have we've gotten into a lot of recipes, usually from Korea that used American cheese in them. And I kind of was like tearing up the nostalgia of buying American cheese and not feeling bad about it. Which could took me back to childhood. It was a weird emotional thing where I'm like, like a journey. Yeah. As like, Oh, yeah. No, this is just what we did growing up. You just buy the stuff at the store and you eat it.

Molly Wood 06:24

Yeah. And it's like fine, and you'd like it. I do want to someday return maybe today or write the second to this question of like, American cheese and Korean food. There's a lot of crossover there is that the war? Like there are a lot of Korean recipes that involve American food. And I'm assuming that must be when they

Tom Merritt 06:43

have a huge instant coffee industry to that I think probably rises from post board there's a there's a great Korean dish called Buddha jiggy, which is basically just means military stew. And it's all the things you used to be able to get from the military surplus at the end of the Korean War. So spam, ROM instant ramen noodles, American cheese. You know, kimchi because everybody has kimchi. It's just all of that hot dogs grown into a stew because that's what you could get.

Molly Wood 07:19

Right? I think I saw actually like a New York Times cooking video of of that being made and it was pretty interesting. Yeah, let's go. Welcome. Welcome back bad coffee. Welcome back American cheese. Like let's welcome back food trucks and not sitting around at the whim of some fancy parties chef

Tom Merritt 07:37

can just be, you know, a food truck. It doesn't have to be an artisanal something or other it's fine. If it is that's okay, but the end of snobbery.

Molly Wood 07:51

I'm just gonna, I'm just gonna stay here. All my groceries, get delivered. keep stalling.

Tom Merritt 07:58

Your grocery person should have realized that it was your turn for a thing that you know, what kind of what kind of groceries? Are you getting delivered, though? That's what I want to ask, how are you getting any American cheese? I would get many folders.

Molly Wood 08:13

There's a lot of cheese actually, because I'm doing my pre vacation keto thing. So there's lots of like, yummy keto items that just showed up at the printer. Yeah, man. I tried. I tried. I actually scheduled it for 540. It's supposed to come in like almost an hour and a half from

Tom Merritt 08:30

now. Things only come early when it's inconvenient for them to come early.

Molly Wood 08:34

Exactly. So in between our two shows, I will probably go get the half and half. But right now we are okay. Okay. All right. Well, my next thing, ironically, also a throwback to a simpler time when you ate American cheese and you didn't apologize for it. And you did cocaine at every party? Because everybody else did, apparently. And didn't apologize for it. And you were shoulder pads. It didn't apologize for that either. No, because so and this is like a thing with anything. Shoulder Pads, definitely making a comeback. And I believe a lot of us thought, oh, that's going to be the sign right that the world has ended once shoulder pads legitimately make a comeback. But as with all things, there's an evolution. And so what I have now seen several times, is this kind of built in, tucked in shoulder pad in a sleeveless shirt or dress.

Tom Merritt 09:27

Oh, how do you put a shoulder pad in a sleeveless? I mean, I guess you still have shoulders? Yeah. How does that work, though? It feels dangerous, like the shoulder pads will fall out.

Molly Wood 09:37

I mean, they're sewn in there clear. That's not like Sure. Okay, hazard ring. And so they're, they're sewn in. And actually, there's something about the way it's sewn in. I think this is why I noticed it because it's sort of aesthetically pleasing. It's almost like a roll. Like it's just this kind of nice talk and more tapered there. Yeah. And it's pretty subtle and it's very cool. And I know that I am right about it being a thing And because it was on shine. There was a dress I don't know if you guys are familiar with shine, but

Tom Merritt 10:05

also Yeah, no we did this as a thing. One of the weeks you were off.

Molly Wood 10:09

Oh good. I'm so glad because it is a huge thing ecological frickin nightmare. But huge thing. And there is like the cutest \$15 dress in the entire world shoulder pads sleeveless fitted dress without belt. So I know that this is a knockoff from like Gucci or Yves Saint Laurent like somebody has clearly done this big.

Tom Merritt 10:31

Yeah, that is that purse she's carrying. Doesn't go with the price of that dress she's wearing.

Molly Wood 10:37

No, not at all. Apparently. Yes. dresses and jackets from Gucci, Burberry, Alexander McQueen. Misuk. And Acne Studios have all increased included shoulder pads. And then I don't know who started this like the tucked in one with the sleeveless, but is suck

Tom Merritt 10:53

it so now 70s take on the 80s shoulder pad has arrived,

Molly Wood 10:58

as arrived. Exactly. And of course it was only a matter of time. Of course. I knew this. You know this.

Tom Merritt 11:04

Yeah, I'm surprised it didn't come before now because we are moving into 90s Nostalgia you think that shoulder pad would have come along earlier? Mm hmm.

Molly Wood 11:12

I'm surprised but I think it was just so horrifying. And nobody wanted to do it.

Tom Merritt 11:17

It took a while for fashion scientist to develop an acceptable comeback strategy which was the taper thing. Yeah.

Molly Wood 11:25

Oh, look at this Ambassador Domo in the discord just dropped a link in to Donna Karen. And it is exactly this the like rolled up shoulder pad tucked into the sleeveless dress. In this case, it's in a button down that is also sleeveless. Like everything is happening here.

11:43

Blaze is

Molly Wood 11:46

weird is occasionally horrific. I'm glad this shine dress is sold out. Because otherwise I would probably order it and feel really bad about myself.

Tom Merritt 11:55

And if anybody's wondering. We were pronouncing it Sheehan. When we first talked about it, I assumed that Molly is pretty well

Molly Wood 12:03

because not all of the world but yeah,

Tom Merritt 12:08

but that it's that that's the same place if that's my point. Yes, he is. My other thing is an acknowledgment of a thing not exactly new. But something I think needs to be you know, put down for the record. Have you run into ti fu Nope. It's it's it's newer. But it's it's in the world of T il T IL is Today I learned today I learned that took me a long time. Yeah, ti fu is today I effed up so TL AI is like I found out this cool thing I want to share with you ti fu is I've really messed up the stuff that I have to share with you.

Molly Wood 12:50

This is incredible. I love this. My goodness to so by spending the last year on Reddit talking to myself after being muted. For example.

Tom Merritt 13:04

I feel like it kind of goes with the end of snobbery to where today at Today I learned is let me show you how knowledgeable I am. Like a little bit humble because I'm omitting I just learned it but I learned it and let me share that right right. Whereas ti fu is like let me show you how dumb I am.

Molly Wood 13:21

Oh my god, I love this. This actually just goes right in line with the whole sort of return of authenticity. Yeah, be be real. You know this whole just like yeah, look, I'm tired of trying. I'm a hot mess. Here's all the ways I'm drinking Maxwell. House coffee. I'm talking to myself on Reddit because I'm too dumb to realize I'm taking

Tom Merritt 13:43

horrible selfies that I post on be real. I don't don't do Instagram anymore. I'm just

Molly Wood 13:48

looking like a straight up troll and I'm wearing shoulder pads come at me.

Tom Merritt 13:55

Lazy. Yeah, we're all just Thai. We're all just tired of the criticism, right? The constant rain of criticism.

Molly Wood 14:02

Just so tired. Exactly. And then it's like, you know what, I welcome it. Like I will no longer censor myself or shy away from it. Like bring it.

Tom Merritt 14:11

Yeah, we just get right in front of it to tip ago, right? Nobody's gonna be more critical of this than me. Let me tell you what happened.

Molly Wood 14:19

Oh, that is just outstanding. I love it. And I want to start using it. Non stop. That's amazing. Ti Fu and ordered Instacart. An hour and a half before.

Tom Merritt 14:29

Right? Yeah. Perfect. Yeah, that's great.

Molly Wood 14:33

Could I have done that at any other time today? I mean, technically, no, it was we have a lot of meetings on Friday, but still,

Tom Merritt 14:37

but see, the beauty of that too is like you're not you're not directing it at the delivery person. No. Yeah. When you do it's i l

Molly Wood 14:49

know. Yeah. Which is actually wonderful because the other thing we desperately need in our society is to let ourselves off the hook and also accountability. Yeah, simultaneously

Tom Merritt 14:57

stop pointing fingers all the time. When you point a finger, there's four fingers pointing back at you. Well, one of them's a thumb, but you get the point.

Molly Wood 15:06

Yeah, what he said, um, I am actually kind of annoyed about my next thing because one thing that Tiktok does is one thing that sort of this idea of like this guy I've recently interviewed wrote a Medium post. It's really interesting. And he called it recommended media. He said, the age of like, the age of creator of friend media is over

Tom Merritt 15:31

now. Yeah, we talked about that, as well. Yeah. Yeah, super good

Molly Wood 15:35

piece and super good concept. And the thing about recommended media or algorithmic media is you don't necessarily get a sense of how big a deal something is. And so I have been following this knuckle bump farms account on Tiktok for months, because just hilarious it's like this young like farmer girl and she's always trying to do videos and her animals are. Specifically this frickin emu. Emmanuel, and she's always yelling at it. Like she's always just like manual don't matter. Don't manual, don't do it. And then finally, she posted a video where she was like, You know what, fine, do it and the frigging emu comes into frame and just like, bam, bam, bam, bam, bam, like just attacks the phone and pecks at it like nine times. And then she's like, Do you feel better? Are you happy? I've been like cracking bookmarking these email videos. I think it's so great. And the next thing you know, the Washington Post has a story about how this was a huge thing. And I'm like, see that? How would I have known this? I thought it was just for me,

Tom Merritt 16:34

right? Because you're you're not necessarily I'm gonna guess if you see like a huge like, count. You might think like, oh, there's a lot of other people. But even then tiktoks numbers are so inflated all the time. Right? It doesn't even mean like it doesn't even register.

Molly Wood 16:51

And I'm such a ding dong. Honestly, I never even look at that. That probably is the way to buy now. But yeah, a way to find out or something is not obvious. It's really not. And so they did this whole. So I was like, Well, now it's too late to talk about how manual the EMU is thing but he's like a huge thing. That whole post the post of this really cute thing where they like, tried to interview him. And he's like, staring at the phone and then just sort of like go sideways and his big ol red I just stared. He's super creepy. But this woman and her emo are an absolute delight. She calls him Emmanuel Todd Lopez, Manuel Todd Lopez. Don't do it.

Tom Merritt 17:34

He's got a three ladies got a three word name.

Molly Wood 17:36

That's the wrong word. Name. middle name is Todd. Yes. It is amazing.

Tom Merritt 17:43

I got I went to Starbucks that they put Todd on my cup the other day. Yeah.

Molly Wood 17:49

That's like a thing that I just never hope goes away.

Tom Merritt 17:52

I post about it. And someone said Todd and someone named Todd responded they always put Tom on mine. Anyway, it's incredible. Now I feel connected to a manual Todd Lopez the move the email.

Molly Wood 18:06

Exactly. You are Starbucks, kindred spirits. That's

Tom Merritt 18:09

right. If somebody if I say Tom and they put a manual on there.

Molly Wood 18:14

Yes. Then you'll know then you'll know. I mean, it is hilarious. And so there you go, everybody. I it was a thing for me. And little did I know that it was also a thing for you.

Tom Merritt 18:26

Me, Ray. Let's get to your things feedback at its thing.me and producer rich we'd like to thank both Brian and Lee for letting him know that famed author Beverly Cleary was born in McMinnville, Oregon, not McMinnville, Tennessee, where our emailer Tabitha wrote in from last week, McMinnville, Tennessee is of course the birthplace of country music legend Dottie West and rich Stroffolino regrets the air

Molly Wood 18:56

I can't believe that he would reopen take the risk of reopening this by throwing in yet another birthplace to it was this actually not have you not learned your lesson? Oh,

Tom Merritt 19:07

I think I yeah, he's typing in all caps now in our Discord. He's a wild

Molly Wood 19:12

Yeah, he's made a terrible mistake. Joe hood wrote antibiotics banding is things spotting network and says my brother and sister in things brothers and sister and things. Just days after complimenting you three on your service to the community. My wife Leah came running up to me and exclaim proudly I've found a thing. We converted one. She had been in New York for work and noticed a fashion thing. Corsets. She said she had seen enough of them while walking around and working in Midtown that it had to be a new clothes thing. Google provided me with a reference to the Met Gala as corsets inspiration, along with a couple of other articles calling them a must have summer item. Oh no, they are personally I mean what? Personally I think they blend with the puppy sleep thing into a thing of wearing my Ren Faire clothes for regular. Okay, yeah, I get that. I have not Seeing the corset but haven't helped us and it goes perfectly with the broad top like, Oh, give broad tops and tank tops and tube tops are back. Of course, it's only a matter of time for courses God help us. And then Joe says I would also like a thing check from my travels this summer. I think electric bikes are a low key thing. From electric city bikes to seeing e bikes go through neighborhoods at home tons in East Coast, beach towns, and extensively in Ireland. I think they're a thing. But if so not a thing that gets a lot of chatter. E bikes seem to just be slowly spreading all over without a lot of recognition that it's happening. This is a thing or just a weird coincidence of my travels.

Tom Merritt 20:33

Yeah, they're slow motion thing. For sure.

Molly Wood 20:36

Yeah. high key thing. Absolutely. The key is high. is high, but it is weird. It's like nobody's talking about it. That is weird.

Tom Merritt 20:44

I know they're a thing, because outlets like The Verge will suddenly have breathless pieces about some new ebike store, you know, the development. And I'll be like, yeah, no one talks about that. But you're really into it. That's why you convince your editor to let you publish this and so yeah, it's definitely a thing and there are a lot of there are a lot

Molly Wood 21:06

of really are. I think probably the reason it's a low key, like a slow motion thing is that they're very expensive. So people aren't necessarily buying them in droves just yet, but hotels definitely are where was I was just an Aspen and the hotels had the bikes. Because you can't be trying to pedal and oh, there's no there's no oxygen.

Tom Merritt 21:26

I mean, you shouldn't be allowed to pedal. performatively right. Not to cover the bike.

Molly Wood 21:32

No, God, no, you will die. Yeah. Yeah, your papa vain.

Tom Merritt 21:36

Professor art from the Philippines, wrote in with a rebuttal. Hello, Molly, Tommy, during the pre show of episode 215. On May 29, we were talking about mechanical keyboards and I message that people are also now calling their keyboards, keyboards. And Tom immediately shot me down. No art, they're not calling it that. Well, you lovely people. That's my last laugh if that wasn't clear, because keep is now trending as a term of affection for mechanical keyboards. It's short. It's adorbs. And it's inevitable. So I am now formally filing the word keep as a thing. Urban Dictionary has in fact picked it up. It's only now growing, Cleve. Love your show is always

Molly Wood 22:20

my god. Tom, did you do that? Was I there? Did I not stop you?

Tom Merritt 22:24

I said it in the sense of no art. They're not calling it that. I don't want them to call it that. Please tell me they're not calling it that. Oh, okay. Now that may have gotten lost in the translation, or tone of voice, but it definitely was like, oh, please no, please. No,

Molly Wood 22:43

you Yeah, don't do that.

Tom Merritt 22:45

I definitely set it in in an ironic no art. They're not calling it that because I don't want them to call it that. That is hilarious. Sadly, sadly, for all of us, art is absolutely correct. It's

Molly Wood 23:00

so freakin right. It is painful. It hurts. Because every time my kids and I'm like pleased. Oh god. Oh, God. But the only shopping site that now currently exists in my home is cubes for all.com.

23:14

Yeah. Like it. It's, it's,

Molly Wood 23:18

it's the only thing they ask. It's not even like a thing. It's just that it's singular?

Tom Merritt 23:23

I say no, but what can you do?

Molly Wood 23:30

I'm begging you why we've lost that one hard keep. So

Tom Merritt 23:34

I apologize. Professor RT salamat po.

Molly Wood 23:40

Incredible. And then finally, Nick wrote it with a true thing polarity that I did not even know about. Molly me. I am part of a thing

Tom Merritt 23:50

called the seat belt. Yeah. When Nick wrote in,

Molly Wood 23:53

oh, my God, this is hysterical. My tweet was included in a Calendly marketing email. What because I was like, I just Calendly I'm begging you, I need to send a calendar link to somebody in order to schedule a meeting that will include two of us like me and my coworker. And I just want to make a meeting link that I can send someone else to say book a time with me and Mike, and like both of our calendars and show up on that like, Please, God, let me do this. And then Calendly was like, oh, yeah, you can totally schedule the teammate. That's so great. It's called collective scheduling. You can do it. I don't think you can, unless you pay.

Tom Merritt 24:37

We have the feature. It's collective scheduling one of our multiperson scheduling options, if you appreciate I mean, I think it's fair to be like, okay, but you know, we do have a business to run here. So if you want the cool features, you gotta pay,

Molly Wood 24:51

right. I generally am just not in favor of freemium like just make us pay

Tom Merritt 25:01

Yeah, good. You know, you gotta get people in the tent and get him in the tent with freemium works.

Molly Wood 25:08

Well anyway, I'm very excited. I shouldn't I don't want to smack talk currently, like, my tweets.

Tom Merritt 25:13

Yeah, I was like,

25:14

holy Hey,

Tom Merritt 25:15

I'm just gonna start tweeting features for things I want, right? Why don't we don't? Why not come with steak for free?

Molly Wood 25:25

At my house, right today, one and a half hours.

Tom Merritt 25:29

That'll work. That'll work right I'm not even that hungry. I don't know why that was what I thought at first, but that's what I thought at first, shall we move on to the shout outs?

Molly Wood 25:41

Let's let's because believe me when I tell you you, you would not enough if I gave you a million monkeys and a million years to guess what our shout outs are based on today. I don't think that you could do it. The shout outs of course. Of course custom designed for those of you who support us at the shout out level@patreon.com slash it's a thing and today they are they are based on the press release. The all new 2020 to see do switch is a game changer in the pontoon industry

Tom Merritt 26:17

I'm slow clapping involuntarily

Molly Wood 26:19

doing himself yet again. I'm telling you million monkeys in a million years and nobody is coming up with the see do switch press release in the pontoon industry, the pontoon industry that just like there's not just one, there's an industry.

Tom Merritt 26:35

All right. I will start us off. Here we go. With the press release. Is everyone ready? It's everyone assembled journalists. We have we have an announcement. Kevin SIL has been the industry leader in

personal Lee price with its Eric Duncan brand for decades, cementing Jake woods as the leading brand for on water fun. And now Morris Jones is entering a new era with the introduction of the 2022 Benjamin forests switch an all new pontoon patron that marries the spirit and fun of Gabriel Cohen with the incredible versatility and stability of a Miranda Janelle platform.

Molly Wood 27:11

This is not a typical patron or even pontoon the jamesy Smith is unlike anything that has ever hit the water and it is built specifically to change the realities of what life with Laura Abel can be. This innovative and adaptable Andrew Bradley provides the flexibility to fit the dreams of all kinds of recreational Joe wood lovers with a completely new and modular Louisiana more and ease of my kickin

Tom Merritt 27:38

and now we will not be taking questions we will be taking

27:41

questions.

Molly Wood 27:45

Tuned industry is real.

Tom Merritt 27:48

It speaks for itself folks.

27:50

Oh,

Molly Wood 27:51

thank you everyone for challenging producer Richard Stroffolino week after week to come up with this freakin genius by supporting as the patron the shout out level@patreon.com slash it's a thing or any level to make sure these butts show up in these chairs and

Tom Merritt 28:06

deed feedback and it's a thing got me keep those things coming folks. We love hearing from you guys, see you next week.