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Up Front



Why this jeans maker is hanging around a yoga studio.
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Market Vendors Fear Packing Up

FOOD: Rents rise for produce wholesalers under new landlord.

By **MARNI USHEROFF** Staff Reporter

At noon on a recent Tuesday at the 7th Street Produce Market in downtown Los Angeles, wholesalers who have been hawking mangoes, spinach, and tomatillos since 2 a.m. are ready to head home.

Yet some of the 70-odd vendors are concerned their businesses might die on the vine as the market's new landlord, New York real estate investment management firm **Atlas Capital Group**, raises rents.

Pedro Astorga, president of **Listo Produce Inc.**,

said he had a five-year lease for his 2,200-square-foot unit under the previous owner. In February, he was offered and signed a yearlong contract that raised his rent by almost 24 percent to \$6,000 a month. Others are seeing their rents raised by 20 percent to 25 percent and are being put on 12-month leases as well.

"There's warehouses outside you can lease for a better rate," said Astorga, 40, who has worked at the market since he was a teen, but might move if rent is raised substantially next year. "The downside (of moving out) is the market is where people come and buy and you have the flow of traffic."

The wholesalers source fruits and vegetables from

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Boxed In: Pedro Astorga said his rent went up 24 percent at 7th Street Produce Market.

Look Ahead



Inaugural organic food conference crops up downtown.
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Deal of the Week



Which startup studio nabbed De Niro crime pic?
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Turning Page

MEDIA: Variety recasts print publication in heated showbiz battle.

By **KRISTIN MARGUERITE DOIDGE** Staff Reporter

THE fight to stay fresh and relevant doesn't just apply to aging starlets in Hollywood. That's also the name of the game for the aging print trade publications that cover it.

Variety has just unveiled a new look for its weekly magazine, the latest shot in a near centurylong circulation war with the rival Hollywood Reporter.

The facelift comes as the two entertainment trade magazines – and newer competitors in print and digital – are in the midst of a long-running pitched battle for a niche audience of powerful, affluent readers and advertisers in the entertainment industry.

It is a rivalry that hasn't been as pretty and polished as the actors who grace their respective covers. Negotiating with Hollywood's biggest players and fighting for exclusive coverage in a hypercompetitive industry has led to vitriol back and forth, including everything from allegations

New Look: Co-Editors-in-Chief Andrew Wallenstein and Claudia Eller with a copy of the redesigned Variety.

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Co-Living Firm Squeezes 'Em In

HOSPITALITY: PodShare hopes tight space stacks up as business.

By **DAINA BETH SOLOMON** Staff Reporter

Thrifty travelers to Los Angeles now have more options than bunk beds in grim Hollywood hostels or spartan rooms rented through Airbnb. They can sleep in a pod.

At **Elvina Beck's PodShare** in downtown Los Angeles, guests grab a bed for \$40 a night – as long as they're cool with sacrificing privacy in a unisex communal space with about 20 other people.

Just as **Uber Technologies Inc.** has proved that

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Rest Stop: Elvina Beck at the downtown L.A. location of communal-oriented PodShare.

Bad Buzz Hits Charging Firm

By **GARRETT REIM** Staff Reporter

Wireless-charging startup **uBeam Inc.** is facing a potential crisis.

After riding high on media hype and \$23.5 million in venture capital, the Santa Monica company is receiving intense scrutiny after a former top employee questioned claims about its technology and voiced concerns about information it was feeding the press in a series of recent posts on his blog, Lies, Damn Lies, and Startup PR.

Though it has not demonstrated a working

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The only source of knowledge is experience.

— Albert Einstein

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