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Dough-Not Plant Opens at Chelsea Hotel

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When you first walk into the newly opened Doughnut Plant Chelsea (220 W. 23rd St., 212-675-9100, open from 6:30 until doughnuts are gone, \$2.50-3), next to the Chelsea Hotel, you'll first notice the fashionable walls, decked out in a colorful tile pattern, accompanied by unique pillow art and a wrought-iron, flowery counter display, a replication of hotel's balconies. While it seems like you're about to purchase a piece of modern art instead of a fatty treat, on second glance it's clear most of the decorations in the shop are doughnut-shaped. Yes, everything, including the door handle, wall art, tiles, chairs and tables, is a subliminal message: buy a doughnut.



It seems like people are listening. Manager of the new location, K.C. Salazar, said the turnout since its grand opening at 8 a.m. today has been strong. "We had people line out the door," he said, adding the new location is a "perfect fit."

The Doughnut Plant opened in 1994 and is best known for its peanut butter and jelly doughnut. While some of the smaller doughnuts will be made in the downstairs kitchen at the new location, Salazar explained most doughnuts will still come from the Plant on 378 Grand St. Along with doughnuts made on site (sort of), the Plant will serve Intelligentsia coffee and tea. In addition with the new location, the Plant unveiled three new flavors based on cookies (chocolate chip, oatmeal and salty peanuts) to accompany old favorites.

Despite the hype, the Doughnut Plant fails to impress. Though chocolate chip, salty peanut and cr me br l e (another favorite, according to Salazar) are delicious *in theory*, in real life they're overpriced and disappointing. Despite its name, the chocolate chip contains no chocolate chips and is more like a coconut-flavored babka. The salty peanut is like anything with too much peanut butter: overpowering and hard on the stomach. And the cr me br lee, at \$3 a pop, pales in comparison with the Boston Kream Pie classic from chain donut shops for less than a dollar.

While only a selection of the Doughnut Plant's fancy treats are mentioned here, it is important to note that of the three randomly selected doughnuts, none of them actually taste like doughnuts. At least not the classic kind you can find at the [Doughnut Pub](#) for only \$1.10. But, if you happen to be near the Chelsea Hotel, looking for an expensive dessert, go to the Doughnut Plant. Once you see the doughnut-shaped chairs, I'm sure you'll forget all about this review.

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