

The top section of the page features a light blue background with a repeating pattern of various food icons in a darker blue color. These icons include a taco, a burrito, a roll, a skewer with a cube and a round, a spiral, a hot dog, and a die. In the center of this pattern is a white rectangular box with a dark blue border. Inside the box, the word "STIFEL" is written in a large, dark blue, serif font, and the word "Bits" is written below it in a smaller, bold, dark blue, sans-serif font.

STIFEL *Bits*

January 28, 2026

The Appetizer

“You have to shift to the landscape, whether it’s the advent of the IBM computer in 1981, the internet in the late ‘90s, or AI today...it is changing all the time.”

– Stifel’s Chairman and CEO Ron Kruszewski in an [interview](#) with Bloomberg in Davos on adjusting to a quickly shifting business landscape.

Now, on to the numbers. Drum roll, please ...

- **750:** The membership of the United Kingdom’s [chimney sweeps](#) association, up from 590 in 2021 as some Brits shift to wood-burning stoves amid high energy prices.
- **5.63:** The number of [births per 1,000 people](#) in China in 2025, the lowest since records began in 1949.
- **1991:** The last time the Indiana Hoosiers won a college football bowl game before winning the 2025 national championship with a perfect [16-0 record](#).
- **230,000 Square Feet:** The planned size of [Amazon’s largest-ever retail store](#), located in Orland Park, Illinois.
- **2.4%:** The IMF’s estimate for [U.S. GDP growth](#) for 2026, up from its previous estimate of 2.1% in October.

Dig In

The Coldest Hot Topic

What is 80% covered in ice and ends in “-land?” Iceland? Nope. Greenland! Yeah, I know, I was confused by the “It’s a Small World” ride at Disney World, too. Believe it or not, Greenland is mostly a frozen sheet with just a narrow ring of inhabitable coastline, making it look more like Antarctica’s little cousin than the green paradise its name suggests.

But misleading branding aside, this icy island keeps heating up the geopolitical conversation. The U.S. says Greenland **matters** because of where it sits. Situated between North America, Europe, and the Arctic, Greenland is strategically important for defense, Arctic surveillance, and monitoring activity as melting ice opens new shipping routes.

What’s often missed (it’s okay, I didn’t know either) is that the U.S.’s interest in Greenland isn’t new or sudden. In fact, **Washington has looked into acquiring Greenland** multiple times over the past century, starting in the 19th century and resurfacing during World War II and the Cold War. Each attempt was driven by the same themes: security, geography, and long-term strategy. And every time, nothing stuck.

Why does this matter for investors? **Geopolitics** doesn’t need to result in “action” to matter; it influences alliances, trade, and long-term risk.

Weekly Specials

America already has enough racket sports to confuse your group chat, but apparently, we needed one more. Meet **typti**, a pickleball-tennis mashup with foam balls and big ambitions. It promises to feel “respectable” to tennis purists. Cool...but I already own six rackets. Is this a sport or a sneaky equipment scam?

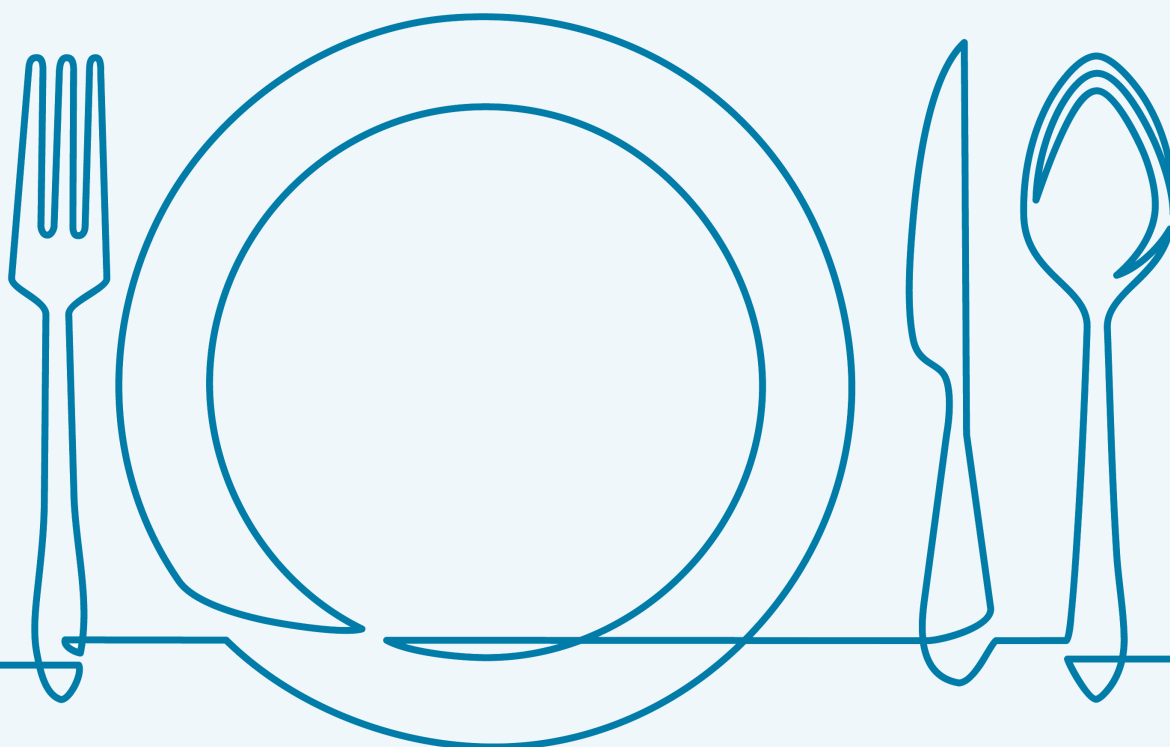
College decisions are speeding up, thanks to AI. **Admissions offices** are using artificial intelligence to do everything faster, from reading essays to reviewing transcripts, cutting weeks of stress for applicants. The upside: quicker answers. The downside: parents are nervous, and experts worry about bias in the algorithms.

The Los Angeles Rams beat the Chicago Bears (and the polar vortex) by putting **cayenne pepper in their socks**. Hot chocolate, scuba suits, and literal spice kept them warm in sub-zero Chicago. Did it work? Players swear their feet were on fire – in a good way.

The **New York Stock Exchange** wants to bring Wall Street into crypto time: 24/7 trading, instant settlement, and securities represented as digital tokens. No closing bell, no waiting days to settle, just blockchain-speed finance. Supporters call it modern. Skeptics call it risky. Regulators call it “we’ll get back to you.”

Corporate Lunch

- **Premium seats** are paying **United Airline's** bills, meaning flyers are choosing legroom and champagne over knees-to-chin budgeting.
- Boeing's stock price has **finally recovered** from where it was on January 5, 2024, right before the Alaska Air door incident as investors continue to get on board with the CEO's turnaround plan.
- **Lululemon** pulled its new "**Get Low**" leggings from its North American website. Why? Customers reported peekaboo moments mid-squat.
- **PayPal's** teaming with april for free, fast, DIY **tax filing**, proving adulting isn't always taxing, just sometimes mildly inconvenient.
- **Kraft Heinz's** stock slid after **Berkshire Hathway** registered its 27.5% stake in the company. Guess some **investments** age like fine wine, others like old ketchup.
- **Illumina** launched the Billion Cell Atlas – a **gene-tweaking dataset** basically acting like a giant light-switch map, flipping genes on/off so AI can decode disease faster.
- **Netflix** just added **real-time voting** for live shows so you can judge performers instantly and to unleash your inner Simon Cowell.



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