

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 burritos, nachos, tacos, and other Mexican-style dishes. In the center of this pattern is a white rectangular box with a dark blue border. Inside this box, the word "STIFEL" is written in a large, dark blue, serif font, and the word "Bits" is written below it in a smaller, dark blue, italicized sans-serif font.

STIFEL *Bits*

February 4, 2026

The Appetizer

“Sick.”

- American daredevil and rock climber Alex Honnold while waving his arms to onlookers after reaching the top of the 1,667-foot-tall Taipei 101 skyscraper in Taiwan without **using any ropes or nets**.

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

- **2.4:** The average number of times participants in a sleep study **hit the snooze button** after the snooze alarm went off.
- **10.8 minutes:** The average **duration of snooze alarm** use in the same study.
- **20%:** The increase in the cost to produce a **California burrito** (a San Diego favorite) between June 2021 and June 2025. Add guac and it goes to 21.3%!
- **84.5:** The Conference Board **Consumer Confidence** Index reading for January, down by 9.7 points, its lowest level since 2014.
- **114°F:** The **temperature reached** in parts of Melbourne last week at the Australian Open, causing matches to be rescheduled.

Dig In

Precious Metals

Earnings season may be marching on, but we decided to follow the shiny object instead. Literally. While spreadsheets were being updated and guidance was being “reaffirmed,” gold and silver were busy stealing the spotlight, sprinting to record highs, pulling dramatic U-turns, and generally reminding investors that boring assets can still have main character energy.

The recent moves have been hard to ignore. Gold surged to nearly \$5,500 an ounce and silver flirted with \$113, capping off a wild few years for the metals complex. This isn’t about a single headline or one macro boogeyman. It’s a cocktail: a softer dollar, growing unease around the U.S. fiscal trajectory, persistent central bank buying, and a flood of capital into gold ETFs. Translation? Investors may be thinking beyond short-term inflation and starting to hedge longer-term confidence risks instead.

Of course, markets don’t move in straight lines. Gold has since cooled to around \$4,700, with silver closer to \$81, reopening the age-old question: consolidation, continuation, or correction? The answer likely hinges on whether fiscal worries deepen, enthusiasm fades, or the Federal Reserve decides to remind everyone who’s boss.

Weekly Specials

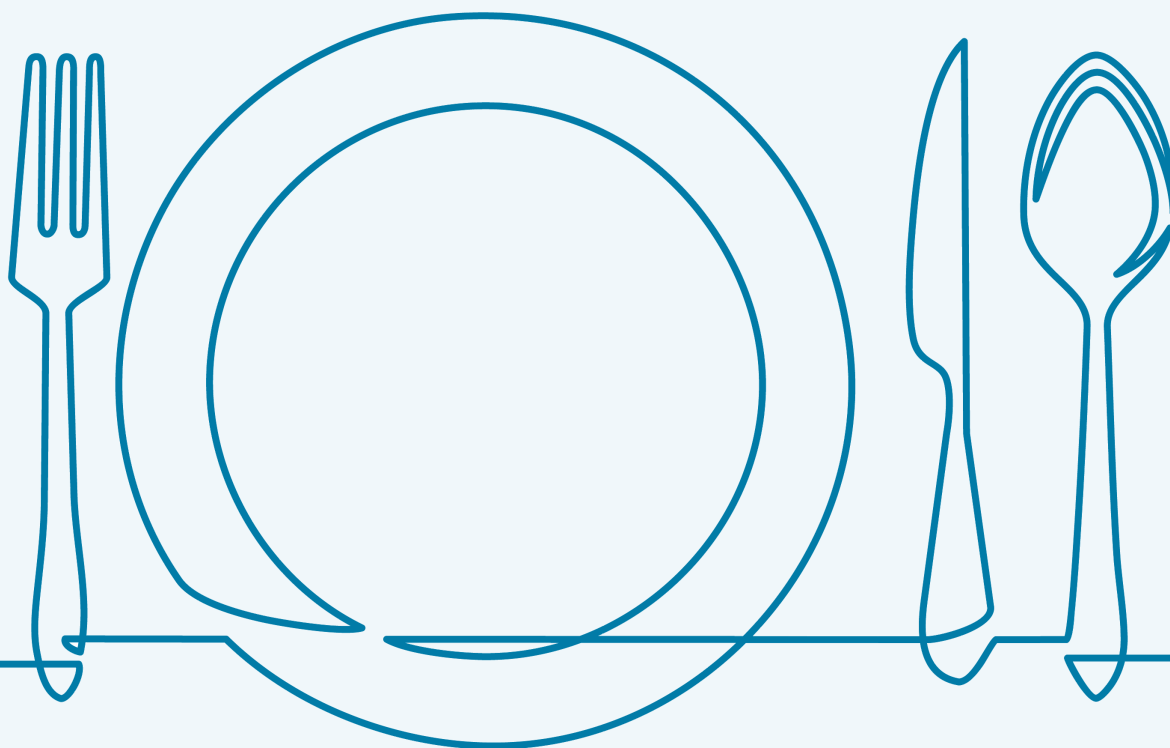
There’s a super-secret, ultra-exclusive club in San Diego. No cocktails, no celebs – just NDAs, a bank vault, and a key. The perk? Knowing **WD-40’s** secret sauce. New inductee and CEO Steve Brass says getting in felt “like Fort Knox.” All this... for a can of lubricant. To be fair, it does work like magic.

For decades, Rhode Islanders have proudly slapped **Mr. Potato Head** on their license plates, because nothing says “Ocean State” like a smiling spud. But now that Hasbro is heading to Boston, lawmakers want to drop the plate. Critics call it self-respect; fans call it un-spud-able.

Sam Darnold... Eight seasons, five teams, zero chill, now he’s starting in “The Big Game” before the rest of the 2018 QB class. After torching the Rams, the former “bust” is one win away from a Lombardi trophy. Hollywood couldn’t script it better.

Corporate Lunch

- **Starbucks** sales are climbing again; turns out holiday drinks and **collectible cups** are the caffeine the company really needed.
- **Meta** is testing the addition of paid tiers across its apps for **advanced AI features**, which means the “I just woke up like this” crowd is about to get way too powerful.
- A Gemini-powered Siri is coming soon; consider it **Apple** admitting even **geniuses** sometimes borrow notes from **Google**.
- **LEGO** and **Crocs** are dropping oversized **LEGO brick clogs**. Hopefully they are not as painful as actually stepping on a Lego brick.
- **TikTok** locked in its new U.S. joint venture; the app is staying, and your **For You page** is safe for now.
- **Walmart** is raising pay for pharmacy technicians while adding new lead roles; basically leveling up the **real MVPs** of your cold season survival.



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