



# STIFEL *Bits*

April 15, 2026

## The Appetizer

*“It’s a bright spot on the moon, and we would like to call it Carroll.”*

– Artemis II astronaut Jeremy Hansen on naming a moon crater after the mission commander’s wife, who passed away in 2020.

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

- **50%:** The percentage of U.S. consumers who say they prefer to give their business to **brands that do not use GenAI**, according to Gartner.
- **\$140,000 to \$175,000:** The expected auction price for part of the **Eiffel Tower’s original staircase**.
- **225,000:** The increase in **lines of code produced per month** by one financial services company after using an artificial intelligence coding tool.
- **31.1%:** The percentage of **U.S. households that were considered upper middle class** in 2024, up from 10.4% in 1979.
- **252,756 miles:** The **farthest distance** humans have ever traveled from Earth, achieved by the Artemis II crew, surpassing the record previously held by Apollo 13.

# Dig In

## The Lowdown on Private Credit

Now that you comfortably know *Stifel Bits* is here to stay, let's talk about the "fun stuff": private credit. It's dominated the news lately, but what's the actual engine under the hood?

At its core, the concept is straightforward. Instead of a company issuing public bonds or navigating a traditional bank loan, they borrow directly from private lenders – think asset managers or specialized funds.

It's the difference between a "cookie-cutter" big-bank mortgage and a bespoke private loan tailored to a specific, nuanced situation. It's faster and more flexible, but it comes with more complexity behind the scenes.

Why is this important now? Well, as traditional banks have pulled back from complex middle-market deals, private lenders have sprinted into the gap. For some investors, the draw is simple: higher potential income in a higher-rate environment.

However, it isn't without friction. Private credit lacks the transparency and liquidity of public markets. Recent headlines have flagged isolated defaults and "gates" on withdrawals as funds manage valuation pressures. If you want a deeper dive, check out our latest [Sight|Lines](#).

## Weekly Specials

The [Adam Jacobs Collection](#) is basically indie rock's secret time machine. It all started in 1989 when he casually recorded a Nirvana show on a pocket cassette recorder, two years before they blew up ... legend. Fast forward: 10,000 concerts later, volunteers are turning his archives into the superfan rabbit hole.

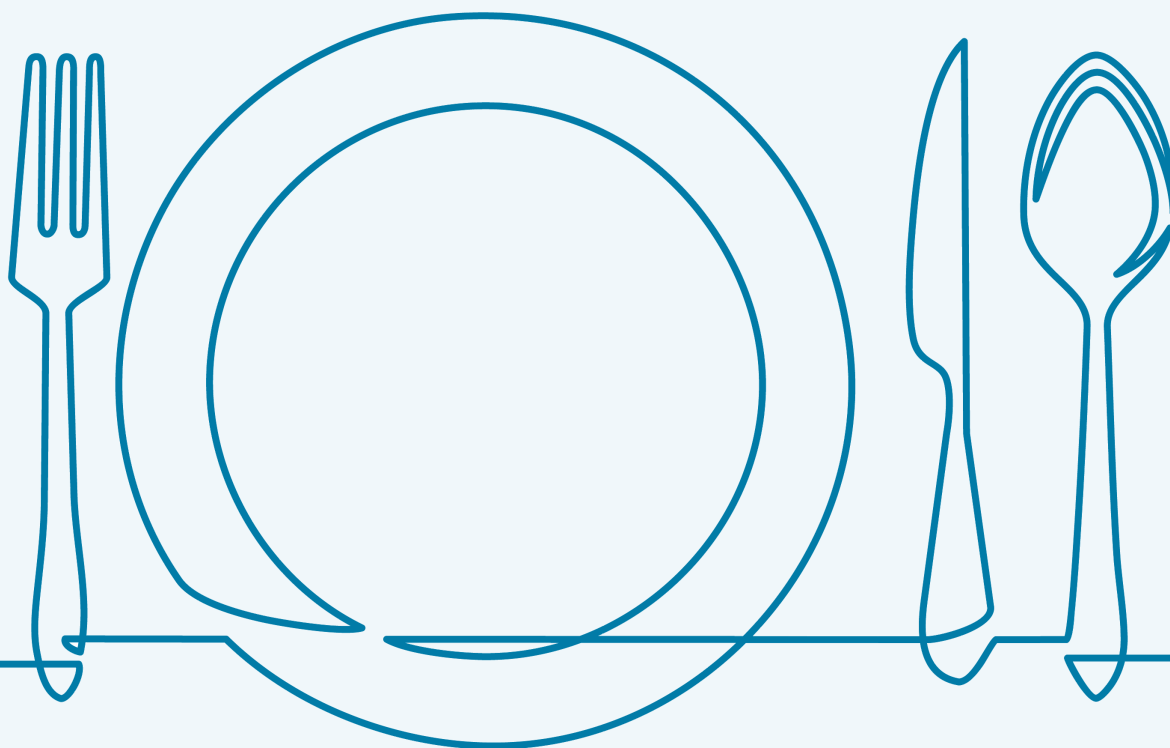
For a different set of superfans! [The Devil Wears Prada 2](#) release date is just two weeks away and has generated significant attention. Not only do we get the movie, but a Vogue May 2026 cover story featuring Meryl Streep and Anna Wintour. A joint interview on women, fashion, and careers ...

Survivor meets Chopped? I'm listening. [Chopped Castaways](#) is a new series hosted by Ted Allen, in which chefs cook over open fires on a remote island, building kitchens from scratch. Honestly ... Food Network is doing the most to keep us entertained.

Alright Citrini, we get it. The Strait of Hormuz is confusing, so [CitriniResearch](#) sent "Analyst #3" with gear, cigars, cash, and Zyn. Mission complete, "findings" are out there. Most important takeaway: "#3" made it home safe.

# Corporate Lunch

- **Amazon** struck a deal with the U.S. Postal Service to cut package volume by **only 20%** instead of the initially proposed two-thirds or larger cut. Good news for all those whose mail carrier is a staple of the neighborhood.
- **Delta** became the third major airline to raise bag fees, hiking them by **\$10** amid fuel shortages. *Starts browsing YouTube for carry-on **packing hacks** ...*
- **Apple's foldable iPhone** is set for a September 2026 launch. First, we went back to wired headphones; now we're bringing back "flip phones" ... at this rate, **BlackBerry** might want to start stretching.
- **Starbucks** is offering **\$300 bonuses** to baristas if stores hit certain goals, so don't be surprised if your name is actually spelled right with a smiley face or a little heart for good measure.
- **OpenAI's** CFO expressed **concerns about a possible late 2026 IPO timeline**. When asked if OpenAI should IPO in 2026, ChatGPT responded no – just saying.



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