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BASTA PASTA

Chipotle-Like Pasta Chain Hello Pasta Opens Next Week

Here's one for the Midtowners. **Hello Pasta**, a [project](#) from Laurent Lesort (brother to Frederick) will open the first of 10 planned storefronts on Lexington between 54th and 55th **on July 7**. What's the gimmick with this one? "Think Chipotle, only made-to-order varieties of pasta with myriad sauces, ready to go in a carton in several minutes." All kinds of pasta, all kinds of sauces, a lunchtime carboload for under \$10.



HELLO PASTA
649 Lexington Ave., New York, NY

→ Midtown

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And they don't need to see results to know it will succeed. The chain is already planning on opening **one location every month for the next four months**. Next up: ten blocks south in Midtown, Fidi, and the Bryant Park environs.

Meanwhile, Midtown's other fast food innovator, **4 Food**, won't open until August. · [Chipotle-Like Pasta Chains Invade New York](#) [-ENY-]