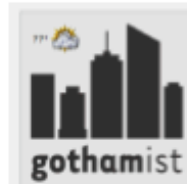


Client: Hello Pasta

Publication: *Gothamist*

Date: July 1, 2010

Visitors per Month: 416,308



New Restaurant and Bar Radar



Hello Pasta: As the first of four restaurant locations, the [Hello Pasta](#) opening midtown is the start of a full-fledged franchise by restaurateur Laurent Lesort and two French friends. Chief Marketing Officer Gregory Baratte described their concept of "fast-casual dining"—which has already taken hold in France—as "the Starbucks or Pinkberry of pasta." In a similar fashion, you enter and pick from a range of ingredients, including meat, fish, poultry, and additional vegetarian or vegan sauces, and penne, fusilli, farfalle, and conchiglie pasta shapes. Hello Pasta also offers seasonal soups, ready-to-go salads, Ratatouille, and Tomato Mozzarella. Sweet tooth sufferers can also indulge in Ciao Bella ice cream, and Nespresso coffee and cappuccinos. Check out their [full menu here](#).

649 Lexington Avenue, (212) 557-2782

