

**Client:** Hello Pasta

**Publication:** *Grub Street NY*

**Date:** July 8, 2010

**Visitors per month:** 156,416



### Hello Pasta Opens With Spaghetti-Like Line

7/8/10 at 3:07 PM [Comment](#)



*Photo Courtesy of @longoria*

You'll recall that two fast-food-pasta chains-to-be were set to do [battle on Lexington](#) this month. Well, Laurent Lesort's Hello Pasta, which aims to be the "Chipotle of pasta," opened yesterday (Midtown Lunch had a first look), and as you can see in this photo, there's quite a line outside of it today thanks to an 88-cent-pasta promotion that goes till 8 p.m. Hopefully this place has a smoother launch than the last big midtown concept, [pizza in a cone](#). The second location [opens next month](#) at 125 Maiden Lane.

*Hello Pasta, 649 Lexington, nr. 55th St.; 212-557-2782*

