

Client: Hello Pasta

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Restaurant News and Notes

Hello Pasta To Take Over Midtown This Summer

By Sarah DiGregorio, Thu., Jul. 1 2010 @ 10:19AM
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Hello Pasta--the noodle version of those build-your-own salad bars--opens its first shop next Wednesday on Lexington between 54th and 55th Streets. The company will then roll out two more restaurants in Midtown and one in the Financial District, all before October.

Angling toward the Midtown Lunch crowd, the plates will apparently be under \$10 and offer your choice of pasta shape, sauce (pesto, mushroom, "Tuscan chicken," salmon tarragon, and so on), and cheese. Hey, if people will line up for Chop't...