

Client: Hello Pasta

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Laurent Lesort's Italian fast food concept [Hello Pasta](#) is up and running on [Lexington Ave](#). As a special incentive to try pasta on the fly, they're offering a heaping plateful for 88 cents until 8pm tonight (with a [coupon](#)). It's like a salad bar, but a pasta bar. Or like Chopt for carb-cravers. Even if you can't make it tonight, it's still well worth visiting, and there's other free food possibilities on the horizon.

The new, speedy concept lets you choose between farfalle, conchiglie, fusilli or gluten-free penne and gives you the freedom to top 'em with one of many sauce choices (Pomodoro, Arrabiatta, Primavera, Bolognese, Ai Funghi, Salmon Tarragon, Sausage & Pea, Pesto, Tuna Provencal, Chicken Tuscan, Carbonara). Prices range from \$6.95 to \$12.25. A personal favorite is the Bolognese (boring but classic) with conchiglie...worth the wait. Also, pop onto their [website](#) and enter to win free pasta for a year.