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**HELLO PASTA IS THIS SEASON'S CULINARY STAR AT
M.A.C. & MILK NEW YORK FASHION WEEK**

NEW YORK, September 9, 2010 – This year's hot accessory at M.A.C. & MILK during New York Fashion Week is **Hello Pasta**, a new model in fast casual dining. Even New York City's fashionistas have to eat and what could be more stylish and delicious than perfectly cooked pasta with all natural sauces in the ever-chic white box with green accents.

Hello Pasta has been at the forefront of a new fast casual dining trend that is sweeping Manhattan. Their first store, located at 649 Lexington Avenue at 55th Street, has received great media and industry buzz, and 3 new locations are planned to open in coming weeks (3rd Avenue and 44th, Maiden Lane and Water Street, 38th Street and Broadway) so natch, it was the perfect fit for M.A.C. and Milk. As the backstage catering partner of M.A.C. & Milk from September 9, 2010 to September 16, 2010, **Hello Pasta** will feed models, backstage crew and fashion industry's V.I.P.s (guests, editors, buyers and celebrities) with just the right amount of complex carbs to keep this sleek audience sated during the hectic pace of the shows.

Hello Pasta will serve two types of health-conscious, organic pastas, with a choice of Californian-made gluten-free penne pasta and an organic whole wheat fusilli pasta imported from Italy. Each selected pasta will be paired with a choice of four all-natural, low sodium, vegetarian sauces, including Primavera, Pesto, Pomodoro and a special "Sauce of the Day," chosen especially for M.A.C. & Milk. The pasta will be served in the brand's attractive and unique to-go box, allowing all those attending the presentations at Milk Studios to enjoy **Hello Pasta** without fear of any unsightly stains on their front row attire.

Founders Gregory Baratte, Nicolas Barthelemy and Laurent Lesort, all fashionable Frenchmen and pasta lovers, think that **Hello Pasta** and M.A.C. & Milk is a perfect match. "Our pasta offerings at **Hello Pasta** are delicious, healthy, chic and fun – a perfect complement to the fashioncentric attendees at M.A.C. & Milk," states **Hello Pasta** Chief of Marketing, Gregory Baratte, who was formerly the Senior Director of Marketing for fashion powerhouse Louis Vuitton. Adds Chief Operating Officer Nicolas Barthelemy, "**Hello Pasta** was designed for New Yorkers on-the-go looking for a healthy and tasty option to the usual high calorie and high

sodium lunch and dinner suspects in the marketplace. We think the M.A.C. & Milk guests are the perfect target audience for our product.”

M.A.C. & Milk debuted last year as part of Fall Fashion Week in September 2009. John Demsey, the group president of Estée Lauder, and Mazdack Rassi, the founder and creator of Milk Studios, created the concept in order to give young designers a chance to showcase their work.

“We jumped at the chance to work with **Hello Pasta**,” stated Mazdack Rassi. “We looked for a young, modern, emerging brand that is health conscious and reflects the tastes and lifestyles of our guests and Hello Pasta ideally fit the bill.”

M.A.C. & Milk offers attendees creative and innovative presentations at a hip downtown venue, located on West 15th Street.

About Hello Pasta

Hello Pasta opened their first of four locations at the beginning of July at 649 Lexington between 54th and 55th. The company plans on opening three more locations in New York City by September. **Hello Pasta** is open seven days a week from 11:00 A.M. to 10:00 P.M. for lunch, dinner and afternoon indulgences. For delivery, please call 212.55PASTA or order on hellopasta.com. More information on **Hello Pasta** can be found at hellopasta.com or [facebook/hellopasta](https://www.facebook.com/hellopasta) and [twitter/hellopasta](https://twitter.com/hellopasta).

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