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**HELLO PASTA INTRODUCES NEW MENU ITEMS FOR THE OPENING OF THEIR THIRD LOCATION
AT 125 MAIDEN LANE AND PARTNERS WITH CITY HARVEST**

NEW YORK, October 12, 2010 – With two **Hello Pasta** locations already open, one at 649 Lexington Avenue and the other at 708 3rd Avenue, **Hello Pasta** will now expand and offer delicious pasta to the busy Financial District, opening at 125 Maiden Lane in November. For the opening they will introduce new additions to the menu and partner up with City Harvest.

New menu items will include two new sauces, Mac & Cheese and Asian Ginger Chicken, as well as Italian and whole-wheat rolls and additional desserts such as tiramisu and profiteroles. Hello Pasta will be offering combo deals – a choice of any pasta, any sauce, and beverage or dessert for only \$8.99. The brand also plans to roll out a new catering component of their business by the end of 2010.

Hello Pasta is proud to offer their customers a choice of imported, organic Italian pasta, with whole wheat and gluten-free options, served with low sodium sauces made with all natural ingredients starting at \$6.95. Hello Pasta's 11 delicious sauces include classics such as Pomodoro, Pesto, Carbonara and Bolognese and Hello Pasta 'signatures' such as Sausage and Peas, and Tuscan Chicken Vodka. They will continue to offer seasonal soups, ready-to-go salads and cold pasta options, as well as Ciao Bella ice cream, private labeled sweet treats and Nespresso coffee and cappuccinos.

Hello Pasta has also focused on forming a partnership with New York's City Harvest. Since their opening in July, Hello Pasta has donated 800 pounds of food to City Harvest, an organization dedicated to serving the hungry in NYC by collecting excess food from restaurants and grocers that is delivered to nearly 600 community food programs throughout NYC.

The focus of Hello Pasta is to be unique, healthy and delicious and is created for an audience looking for value, convenience and delicious food. After the opening of Maiden Lane, Hello Pasta plans to open a fourth location at 1400 Broadway between 38th and 39th Street in December.

About Hello Pasta

Hello Pasta opened their first of four locations at the beginning of July at 649 Lexington between 54th and 55th. The second location, their flagship store opened in August at 708 3rd Avenue between 44th and 45th. **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 helloworld.com or seamlessweb.com. More information on **Hello Pasta** can be found at helloworld.com or [facebook/helloworld](https://facebook.com/helloworld) and [twitter/helloworld](https://twitter.com/helloworld).

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