



PASTA | PIZZA | BAR

## EUROPEAN AUTHORITY OF FRESH CASUAL DINING, VAPIANO OPENS FIRST NYC LOCATION

### ***For Immediate Release:***

**New York, NY (July 14, 2010)** - *Vapiano*, the distinctive restaurant experience that has been sweeping through Europe, is finally opening their first location in New York City. Defining the future of fresh, casual dining, this European chain has won praise for its sexy atmosphere, innovative restaurant technology and delicious and affordable menu.

*Vapiano* is an established restaurant concept with more than 70 worldwide locations in the U.S., Europe, the Middle East and Asia with several additional international locations currently in development. This will be the group's first New York City venture, conveniently located just south of Union Square.

The name *Vapiano* emerged from the Italian expression *Chi va piano va sano e va lontano*, literally translated to mean "One who takes life easy and relaxed, lives healthier and longer." Through their innovative spin on the age-old Mediterranean tradition of group cooking, Vapiano has been one of the most influential restaurant concepts in Europe winning awards such as the 2008 *Nation's Restaurant News* "Hot Concept!" Award.

Every meal is made-to-order and created right in front of the guests' eyes, allowing for an entirely interactive experience; guests can express personal preferences throughout the preparation of their meal. For less than \$15 per dish, customers can customize made-to-order creations which include 16 types of fire-roasted pizzas, homemade daily pastas, toasted paninis and hand-tossed gourmet salad. Vapiano also has two full bars.

Once guests receive their food, coffee or cocktail, Vapiano invites patrons to unwind in its spacious lounge beneath an 85-year old olive tree brought in from Napa Valley, and enjoy the soothing décor which include contemporary furnishings made from imported German oak typically used on yachts and villas, natural stone, and soft earth-toned leather. Vapiano also imports signature chandeliers made of authentic bohemian crystal from Spain as a final design touch.

The brainchild behind Vapiano's image is Matteo Thun, a renowned Italian design guru. Thun is a veteran in the architectural world with clients including Missoni's Hotel Edinburgh, Hugo Boss' New Concept Store and the Porsche Design store among others, establishing himself as an accomplished designer in the field of luxury. With his aesthetic direction and the eatery's firm commitment to culinary excellence, Vapiano has changed the way the world thinks about fresh-casual dining.

"We are very excited to be opening our first Vapiano location in New York City," says Vapiano Union Square Managing Partner Christophe Scherman. "New York is such an amazing culinary city with many different successful concepts and we are confident there is a place for Vapiano and excited by the challenge."

Vapiano Union Square, located at 113 University Place on the corner of 13<sup>th</sup> St. is open for lunch and dinner, Sunday-Wednesday from 11:00am to 12:00 midnight and Thursday-Saturday from 11:00am to 2:00am. The bi-level restaurant is available for private events on the Mezzanine Level and has a total seating capacity of 269.

[www.vapiano.com](http://www.vapiano.com)

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