



Flatiron District Gets Taste of “Eataly”

Move over Little Italy -- the Flatiron District may now be the place for Italian cuisine.

Mayor Michael Bloomberg attended the ribbon cutting Tuesday for celebrity chef Mario Batali's Eataly.

The center features a food and wine market, several small restaurants, a rooftop beer garden, and a culinary school.

The mayor says Eataly's opening symbolizes the success of his New Business Acceleration Team. The program seeks to allow entrepreneurs to launch bars and restaurants quicker, by helping them navigate the legal process.

"We estimate that the work they did expediting city inspections and approvals cut 15 weeks off the time Eataly needed to open its doors," said the mayor.

"All of the food is natural and it's simple. Obesity in America is really more about understanding portion control and getting rid of a lot of high-sugar, high-salt foods and the mayor's obviously in support of that so we're here in support of him," Batali said.

The NYC Business Solutions program helped place New Yorkers in 300 permanent jobs at Eataly, which is located on Fifth Avenue near 23rd Street.