

# THE WALL STREET JOURNAL.

## Upscale Manhattan Restaurants Roll Out Less Pricey Menus

Some establishments are offering two concepts under a single roof in an effort to broaden their appeal *CHARLES PASSY* – March 22, 2018



At *Italienne*, a restaurant in Manhattan's Flatiron District with French and Italian influences, patrons once could spend anywhere from \$40 to \$55 on such menu items as Wagyu steak and venison paired with foie gras. For those who really wanted to make an evening of it, the dining spot offered a six-course tasting menu for \$125, with an optional wine pairing for an additional \$95.

But as of this month, the restaurant, which opened in late 2016, has rebranded itself as the more casual *Trattoria Italienne*, and is touting a new menu with many lower-priced offerings.

The idea, says general manager and co-owner James King, is to make the restaurant more welcoming

so diners stop by a few times a month rather than seeing it as an occasion-only destination. "We'd have people say, 'We love this place. We'll be back for our anniversary,'" Mr. King says.

Ultimately, each restaurant may have its individual reasons for adopting lower-price models and approaches. But if there is a common thread, it is the increased emphasis on casual dining in our culinary culture, says Arlene Spiegel, a New York-based hospitality consultant.

Today's diner "doesn't want the restaurant to tell them what to wear or how much to spend," she says. "They want to feel welcome whether they are in jeans or tuxedos." ●