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edited by Erik Ipsen

New Italian eatery places bets on 5

ALFREDO OF ROME, a popular Rockefeller Center eatery, is getting a downtown sibling in June.

Owner **Russell Bellanca** recently inked a lease at 363 Greenwich St. in TriBeCa for Trattoria Cinque. The spot will take its last name, Italian for *five*, very seriously.

The eatery will offer only five choices in each category of appetizers, entrées, desserts and wines. In addition, no item will cost more than five-squared dollars: \$25. Behind Mr. Bellanca's seeming obsession with fives is a serious business agenda—starting with the prices.

"We wanted to create a place that is value-oriented," says Mr. Bellanca. "People have to eat out with less guilt."

Offering just five choices also helps him rein in his food costs.



3 CHEERS:
Russell
Bellanca of
Trattoria
Cinque will
focus on
value.

BUCK ENNIS