

Something Green — Fast Food That Feels Good in the Heart of Manhattan

Something Green is a new fast-casual restaurant in Manhattan's Flatiron District, redefining the grab-and-go experience by offering clean eating at fast food prices.



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Fast Food That Feels Good in the Heart of Manhattan

Healthy on-the-go made easy. This is the concept of **Something Green** (39 West 23rd Street, between 5th and 6th Avenue, New York, NY 10010; somethinggreen.com), a new fast-casual restaurant in Manhattan's Flatiron District, which is **redefining the grab-and-go experience** by offering clean eating at fast food prices made fresh for guests to enjoy on a daily basis. With a focus on **fast food that feels good**, and a promise of "Made Today. Clean Ingredients. Non-GMO. No Harmful Oils" – Something Green offers **over 100 healthy, freshly made and flavor forward items** that do not compromise taste or break the bank. Founded by Brooklyn-born entrepreneur Elliot Hara who understands that fast and easy does not have to be unhealthy, Something Green brings a new fresh approach to quick service meals.

Something Green's **grab-and-go menu** includes **endless choices** that range from **freshly made wraps, salads and bowls**, to hearty sandwiches, delectable smoothies, cold press juices and barista-style coffee. Hara and his team believe in offering **generous portions** of clean and delicious ingredients at **value prices**; where eating more is actually GOOD for you. **Collard wraps and rice wraps perfect to grab-and-go**, include *Salmon Rice Wrap* (\$14), *collard wrap filled with salmon and veggies with homemade balsamic vinaigrette*; *Whole Wheat Falafel Wrap* (\$14), *baked falafel, veggies and homemade tahini dressing*; and *Avo Rice Wrap* (\$14), *rice wrap with avocado, rice noodles, carrots, and cucumbers served with a side of homemade Asian Thai peanut dressing*. **Healthful, hearty salads and bowls**, also perfect for quick and easy take out, include *Romo Tuna Salad* (\$14), *romaine lettuce, yellowfin tuna, carrots, beets, sugar snap peas, tomatoes and peppers served with homemade lemon mint dressing*; and *Asian Sesame Chicken Salad* (\$16), *marinated grilled chicken, romaine lettuce, shredded cabbage, mandarin oranges, scallions, and crispy wontons with its homemade peanut dressing*. **Craveable sandwiches**, such as *Portobello Panini* (\$15), *grilled portobello mushrooms, fresh mozzarella and homemade pesto sauce on whole wheat sourdough bread*, are only but a few of the array of options for customers to enjoy on the go every day.

Something Green serves **seasonal soups**, such as *Butternut Harvest Soup* (\$6) *with butternut squash, sweet potato, honey, coriander and cinnamon*; and ample **toasts and breakfast items**, such as *Avo Toast with Egg* (\$12), and *Fluffy Pancakes* (\$9), *gluten free pancakes topped with banana, blueberries and maple syrup*. Guests can choose from housemade snacks, including *Almond Choco Bark* (\$5), and *Quinoa Crunch Bark* (\$5). **Guilt free sweets and smoothies** are packed with nutrients and taste like dessert, like *Dreamy Green* (\$10), *kale, spinach, banana, almond butter and almond milk*; *Berry Blast* (\$10), *blueberry, banana, strawberry and coconut water*; and *Vanilla Date* (\$10), *Medjool dates, banana, almond butter, vanilla and almond milk*. Plus, **fresh fruit and frozen yogurt**, such as *Diced Honeydew* (\$5) and *Acai Bloom Bowl* (\$12), *with granola, almond butter, blueberries, banana and coconut flakes*, satisfy all appetites.

Something Green also offers a variety of **fresh juice**, such as *Spicy Pom* (\$9), *water, lemon juice, agave, pomegranate juice, and cayenne powder*, as well as an impressive **coffee and tea** program, including *Cold Brew* (\$5.50), *Iced Mocha Latte* (\$6), *Shaken Espresso* (\$6), *Hot Chai Latte* (\$5.50) and *Hot Matcha Latte* (\$5.50). There's something for everyone!

Something Green's intimate space is a welcoming addition to the **Flatiron neighborhood** with its tranquil, cool seafoam hue, and **modern elements**, such as wood benches and tables, and stone. Commissioned, **famed local mural artist Hye Su Lee** has also created a custom wall piece which can be seen through the restaurant's large streetside windows. Designed primarily as a **takeaway concept**, the space allows its amiable team to greet guests and efficiently take orders, offering limited seating.

Something Green is **open Sunday to Friday** from morning to early evening, with delivery and order

ahead options. For more information, visit somethinggreen.com and follow [@somethinggreenco](https://www.instagram.com/somethinggreenco).

SOMETHING GREEN

FACT SHEET

Name: Something Green

Concept: Redefining the grab-and-go experience in NYC by offering clean eating at fast food prices

Cuisine: Healthy, fast casual; food that feels good

Founder: Elliot Hara

Director of Marketing: Julie Booth

Location: 39 West 23rd Street, between 5th and 6th Avenue, New York, NY 10010

Hours of Service: Sunday – Friday, 7AM – 7PM

Website: somethinggreen.com

Instagram: [@somethinggreenco](https://www.instagram.com/somethinggreenco)

Grand Opening: November 3, 2025

Capacity: 15 seats

Reservations: No

Delivery; Order Ahead Options: Yes

Take-Out: Yes

Credit Cards: American Express, Discover, MasterCard, Visa

Menu Price Range:

Food, \$5-16

Beverages, \$4-9

Sample Menu Items:

Asian Sesame Chicken Salad (\$16)

Salmon Rice Wrap (\$14)

Portobello Panini (\$15)

Butternut Harvest Soup (\$6)

Avo Toast with Egg (\$12)

Quinoa Crunch Bark (\$5)

Acai Bloom Bowl (\$12)

Green Glow Smoothie (\$10)

Vanilla Date (\$10)

Hot Matcha Latte (\$5.50)

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