

SPECIAL PROMOTIONAL SUPPLEMENT TO WESTCHESTER MAGAZINE'S HOME & GARDEN

KNOWN BY THE COMPANY
THEY KEEP
Bilotta Kitchens



RUTT HANDCRAFTED CABINETS

Bilotta Kitchens

*B*ilotta Kitchens is known by the company it keeps. First and foremost are the thousands of customers who have had their homes beautifully enhanced by Bilotta—whether it's the design and delivery of top-quality cabinets or a full-scale turnkey remodeling project including design, cabinetry, counters, tiles, appliances and installation—all under the personal supervision of the Bilotta family owners. It's this family pride and attention to detail that have made Bilotta the area's premier resource for homeowners, consistently upholding the highest standards for quality product and customer satisfaction, no matter how small or large the project. As a result of the owners being true to these principles since the Company was founded more than 20 years ago, Bilotta's customers have become the Company's ambassadors and champions for new customer referrals—indeed the most powerful marketing and advertising tool imaginable.

In addition to loyal customers, Bilotta is also known by the company it keeps with architects, interior designers and builders. As a result of the close collaborative working relationships Bilotta has developed with this important group of professionals, Bilotta is able to provide an enhanced level of services in turning the customer's vision into a stunning reality. As designer Mel Elion notes, "By working with the architect from the outset, we can really tailor the design to the customer's wishes, each of us bringing a specific area of expertise to the project. It's perfect synergy that benefits the customer."

At the end of the day, the ability to provide the fullest range of choices in top-of-the-line cabinetry, appliances and tiles is what sets apart Bilotta from its competition. In addition to making its famous Bilotta Collection of superb cabinetry available to discerning customers, Bilotta has forged longstanding partnerships with the leading brand manufacturers that enable customers to access the best that the market has to offer (some of them are profiled in these pages). Indeed, these partners also make for great company for Bilotta, with some of them dating back to the early years of Bilotta's, attesting to the vision of the founders who recognized the important role that collaborative relationships would play in the company's future success.

SUCCESSFUL PARTNERSHIPS WITH THE BEST BRANDS

Rutt Handcrafted Cabinetry

"Bilotta and Rutt spend a lot of time and energy to educate their designers so they can create a unique atmosphere that is personalized for that client's lifestyle. In addition, Bilotta's showrooms showcase some of the designers' capabilities utilizing our products, allowing the customer to have a hands-on experience that shows their project's full potential."

David Roos
Vice President, Sales and Marketing
Rutt Handcrafted Cabinetry

Another successful partnership, dating back to the start of the Bilotta business, has been with Rutt Handcrafted Cabinetry—the world leader in handmade cabinetry, indeed the benchmark against which all others are measured. With more than a half a century of experience, the Amish-country based Rutt offers a complete original custom line of superb designs. From the selection of the finest woods available, through the actual construction and the finishing process, every aspect of Rutt cabinets is handcrafted.

Like Bilotta, Rutt is a family-owned company dedicated to the art of designing and creating the finest cabinetry in America and takes special pride in an impressive collection of copyrighted designs. Rutt's unique selections are meant to be interpreted, enhanced, altered and even redesigned, if necessary, in order to meet the personal goals of each customer. The only limit is the imagination of Bilotta's designers who work with Rutt

to deliver virtually any design size and style that meets the customer's requirements. Whatever the design, every detail attests to the superiority of Rutt's high-end products, which come with a lifetime guarantee. David Roos, Rutt's Vice President of Sales and Marketing, notes: "Bilotta has the design talent to utilize our luxury, high-end cabinetry line to its fullest."

Among Rutt's signature one-of-a-kind capabilities are mullion glass doors, a rarity in the industry; drawers doweled and precisely squared for a lifetime of strength and durability, and a wide range of custom size door styles. In other words, Rutt offers Old World craftsmanship for customers seeking a distinctive look to stand out from the crowd.

The Westye Group East, LLC - *Sub-Zero/Wolf*

"Bilotta is a well-known luxury kitchen design firm. Sub-Zero, Wolf, Franke, Asko and Best are luxury kitchen appliances that complement all kitchen styles they may design. Customers benefit since the Bilotta designers are able to offer them the appliances that fit their lifestyle."

Karen Betz
Vice President, Marketing
The Westye Group East LLC -
Sub-Zero/Wolf

Bilotta enjoys the distinction of having the only showroom in Westchester that features the Sub-Zero Wolf line of luxury kitchen appliances. As Karen Betz, Vice President of Marketing, The Westye Group East, LLC-Sub-Zero, notes, "Being in Westchester



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means the convenience of displaying our brands to customers who may not be able to come to our showrooms in Manhattan, New Jersey or Long Island."

But the benefit is also showing how these appliances are integrated into the overall design of the kitchen. "What we have enjoyed most about partnering with Bilotta is the eclectic approach they take in displaying our brands with their luxury cabinetry. Customers can choose the ever-popular stainless-steel models or choose to have the refrigerator and dishwashers beautifully paneled to match their unique kitchen. Their design is not limited by the appliances," Ms. Betz added.

Sub-Zero Freezer Company is the only refrigeration company to offer a dual refrigeration system as a standard feature. The dual refrigeration system keeps fresh food fresher and preserves frozen food longer because it has two separate, self-contained cooling systems—one for the refrigerator and one for the freezer. The system ensures there is no transfer of air from the fresh food compartment to the frozen food compartment.

A Wolf product is more than just a tool for cooking. It's an invitation to cook. Each unit is handcrafted with the knowledge and experience gleaned from being the premier supplier of cooking equipment to professional chefs and their restaurants for nearly 75 years.

A Wolf is beautiful and will complement any design the customer uses, whether it be contemporary or traditional. Consumers appreciate the unique features Wolf has built into its many different models.

Artcraft Kitchens

"The close working relationship that we have established with the Bilottas and their staff has ensured a strong growth and acceptance of our product in the Westchester and New York markets."

Phil Shepherd
Director of Sales and Marketing
Artcraft Kitchens

European-styled cabinets in custom sizes and finishes distinguish this Canadian company's design aesthetic. Owned and operated by the Trabucco family for 45 years, and inspired by

fine Italian design, Artcraft carries products that can be truly customized to fit almost any project unlike other European cabinet lines. Varied and elegant frameless styles are available with a wide range of exotic veneers and lacquers, in addition to more standard stains and paints. Artcraft's unique collection of woods and finishes help to characterize this line of cabinetry as an excellent choice for those seeking to make a contemporary statement.



Artcraft began partnering with Bilotta more than six years ago as part of its plan to expand distribution in the New York metro area. About the partnership, Phil Shepherd, Artcraft's Director of Sales and Marketing, notes, "Bilotta is an ideal partner for us in this market since their goals are aligned exactly with ours: to build a reputation for innovative design, quality workmanship and service excellence. Bilotta's professional staff ensures that the customer receives the highest level of care and attention in every phase of the design and remodeling process."

He added: "By working with Bilotta, we can respond more effectively to their customers' special requests custom colors, finishes and custom designed pieces."

Rangecraft

"Bilotta offers very high-end products including our Range Hoods. Customers know they are getting the best."

Helmut Goetz
Owner
Rangecraft

Rangecraft has been the standard of excellence in the Range Hood industry since 1969. Rangecraft Range Hoods and Inserts



are proudly made in the USA with Old World craftsmanship. The Company, which has enjoyed a partnership with Bilotta for the past 14 years, specializes in high-quality, custom-designed hoods and offers a variety of classical designs to choose. All models are available in wall-mounted or ceiling-mounted versions. Form and function are incorporated in all of Rangecraft's hoods. Whether mounted on a wall or over an island, all hoods are available to service the location of your range.

Delia, Inc./Viking Range Corporation.

"The Bilottas are the consummate professionals in their field: great design, great execution in the showrooms and great people."

Bob Luyckx,
Vice President, Sales,
Delia Inc., distributors of Viking and other
high-end kitchen appliances

Viking Range Corporation has a lot in common with Bilotta. Viking's founder, Fred Carl, was a fourth-generation building contractor. Similarly, the father of Bilotta's founders (the three siblings—Regina, Maria and Jim) ran a construction company out of which the kitchen-design business evolved. Carl hit upon the idea of the Viking range when he discovered the range he wanted for his new home—one that would enable him and his wife to cook professionally—did not exist. That was in the mid 1980s, the same time that the Bilottas launched their

Bilotta Kitchens



and the local kitchen specialist. Our shared commitment to excellence and personal relationship is what makes this partnership unique."

Rolf Willers
CEO
SieMatic U.S.A.

For nearly 20 years, SieMatic—the European leader in cabinet design innovations—and Bilotta have teamed up to expand the scope of luxury kitchens for today's sophisticated

business aimed at filling a similar niche in the growing market for designer kitchens.

Carl designed the first range for his personal use and brought the first Viking range to market in 1987. The rest is history. Viking Range has become much more than a range. When it introduced professional cooking to the home in 1987, gourmets the world over rejoiced. In 1991, Bilotta began showing Viking in its showrooms by teaming up with Delia Inc., distributors of what was clearly becoming a highly popular high-end appliance. For Delia, it was a match made in heaven. "They represent our Ultra-Premium Viking products in the best manner in their high-end showrooms," says Bob Luyckx, Vice President, Sales, Delia Inc. Luyckx also noted that the partnership between his firm and Bilotta is also becoming something of a rarity in the industry. "There is a 'culture' within Bilotta, instilled from Jim Bilotta, Sr., that runs through the company—it is a people business."

SieMatic

"The very essence of our industry is that of cooperation between the manufacturer



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customer. As SieMatic CEO Rolf Willers says, "Bilotta is recognized and respected for quality design and execution. SieMatic is the most recognized Brand of Luxury Kitchens in the U.S. and internationally. Together, Bilotta and SieMatic complement each other as a 'partnership for success.'"

Based in Germany, SieMatic has been Europe's leader in cabinet design innovation since 1929 and is a vital source of new ideas and distinctive finishes for U.S. customers. The Bilotta design team works with SieMatic to



There's no Place like Home. Kitchen Interior Design by SieMatic.



A SieMatic kitchen is where interior design and architecture meet personal lifestyle. It is the place where individual tastes in cooking, eating and entertaining are celebrated. More available choices than ever allow for a new dimension in kitchen interior design. The opportunities for design, materials, finishes and appointments are virtually limitless. The quality is unsurpassed.

See our latest designs in Bilotta's Mamaroneck showroom, 564 Mamaroneck Ave., 914.381.7734.



interpret these exciting concepts, including modular cabinetry, and the highly regarded Channel Design "S" series, for the home. SieMatic has created a warm, streamlined approach, which is compatible with the way people live now. Comfortable and contemporary, SieMatic is an easy choice for those who want to be a part of the next generation of elegance and convenience.

Eastern Stone Fabricators

"I expect our partnership with Bilotta will continue for many years. We both care about customer service and quality products."

Paul Salerno
Partner
Eastern Stone Fabricators

Paul Salerno and his partner, Kevin O' Shea, are celebrating their 11th anniversary in launching Eastern Stone Fabricators—high-end interior stonework including distinctive marble and slate for kitchen counters, vanity tops, fireplaces, foyers and furniture. However, Salerno's relationship with the Bilotta family goes back more than 20 years when he and Kevin handled the tile work for Jim Bilotta, Sr., and later for the showrooms of Bilotta Kitchens.

With the opening of its newest location in Larchmont, Eastern Stone is the only company in Westchester to offer state-of-the-art, water-jet stone-cutting equipment. The new technology enables Eastern to create detailed work, a perfect complement to Bilotta's product line that also extols detailed craftsmanship. "If you want intricate custom inlays or custom mosaic borders, we can do it," Salerno says proudly.

Bilotta Kitchens

*Wood-Mode/
Brookhaven*

"We are thrilled to be associated with a company that puts its customers first and appreciates the high quality of their products."

Dain Moody
Sales Manager
Wood-Mode

The largest custom cabinet company in America, Wood-Mode has been widely recognized for more than 60 years for excellence in cabinet design, material selection, construction and finishes. Wood-Mode cabinets—using only the finest woods—are fully custom designed to uniquely reflect each client's personal style while setting the theme for the entire room. With over 100 standard paints, glazes and stains, Wood-Mode offers choices to fit virtually every taste. Having Wood-Mode cabinets will allow customers to experience the extraordinary every day, and they are guaranteed for life.



And, by the way, Wood-Mode is family-owned too, a point that Dain emphasizes when discussing his company's 19-year partnership with Bilotta. "Because we're family-owned, we can relate to each other. We have the same goals. Plus, Bilotta has consistently been one of Wood-Mode's top dealers in sales over the years." He added: "We have most enjoyed working with the Bilotta family; they are friendly, professional, and extremely talented. The customers benefit from this partnership by receiving one of the nation's finest quality products through one of the most service-oriented dealers with an awarding-winning team of designers."

*Hi-Light
Decorating, Inc.*

"Our products complement each other very well. The Bilotta designers show how our lighting fulfills both an aesthetic and practical need!"

Louis Castaldo
President
Hi-Light Decorating

Although the partnership between Bilotta and Yonkers-based Hi-Light Decorating is

the youngest (now in their third year), it's a relationship that was destined to happen given the similarities between the two firms. Like Bilotta, Hi-Light was born out of a perceived need in the market by the owners. In 1974 two friends (and soon to be brothers-in-law) were frustrated when they started to shop for lamps and lighting fixtures for their respective homes. What they found were sales people whose only interest was in selling them and not helping them find the lighting that would fit their budgets and tastes, and prices that

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HI-LIGHT DECORATING INC.

were inflated. It amazed them how so few people knew about the products they were selling, and even fewer knew how to help customers install their products. Thus, Hi-Light was born and is now in its 33rd year of business.

Like the experience of the Bilottas, the second-generation children of Hi-Light's founders were brought up in the family business. They

came to transform the lighting business into an art form just as the Bilotta children took kitchen design to a new and exciting level. Now, both family-owned firms can exceed the customers expectations, notes Louis Castaldo, President of Hi-Light Decorating because "both sides of the job—cabinetry and lighting—are displayed working together in the Bilotta showrooms."

IT TAKES THE BEST TO ATTRACT THE BEST

The ability to partner with the best names in the industry—Rutt, Sub-Zero, SieMatic, Viking or Artcraft—means that you have to be the best yourself. From the beginning in 1985 when Bilotta opened its first showroom, that was the goal of the three siblings—Jim, Maria and Regina Bilotta—that they would become the gold standard in the industry, and that the name itself, Bilotta, would become synonymous with excellence.

Along the way, the company grew from one showroom serving customers in Westchester to a "network" of five showrooms: one in Mt. Kisco, one in Briarcliff, one in the Architects

& Designers Building in New York City, and a Clive Christian showroom in Connecticut. They also have various single displays spread throughout the tri-state area. The multiple showrooms and variety of cabinetry lines enable them to service customers throughout the region and as far away as Chicago, Bermuda and Spain. The surge in townhouse kitchens in New York City has also proven to be a niche growth area for Bilotta's designers.

Given that the siblings grew up in a household where the art of building homes and thinking about how best to utilize the interior spaces was very much a topic of discussion of their father, Jim Bilotta, Sr., who ran a construction company, it's no surprise that they pursued this path. Regina recalls: "Watching projects develop was always a part of our lives. As children, we'd take pencils right to our formica kitchen table and draw our dream houses. Since we have such fond memories of a loving home, we have always been really aware of environment and the effect that it could have. We really put our hearts into the creation of spaces that people will live in. It's something that we love to do because it's always been such an important part of who we are."

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Photo by Peter D'Amico



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Over the years, their inspiration and passion for the industry led to the creation of the Bilotta Collection, the company's private cabinetry line, taking the business and the Bilotta name to the next level.

Manufactured entirely at American shops and factories, the Bilotta Collection became known for its highest-quality materials and detail-driven craftsmanship. The private line has allowed the Bilottas to "partner" with their own design team and these factories to create a truly unique collection representative of their design expertise and sophistication.

In the beginning, Bilotta focused on cabinetry for remodeled kitchens, which still accounts for much of the company's business. As Regina notes, "The kitchen is the heart of the home. It is often the focus of the layout, just as it will be the focus of the homeowners' daily routine—where they will spend the majority of their time with their family and where friends will gather to be fed and entertained."

Over time, the Bilotta Collection has expanded and found its ways elsewhere in the home—designer closets, wine cellars, entertainment centers, libraries, bathrooms

and other applications to fit the unique lifestyles of customers.

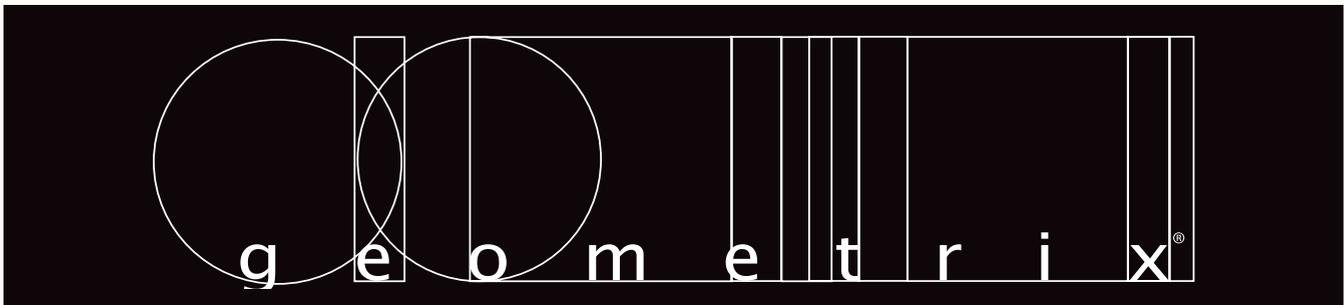
The Bilotta Collection can be seen in any of the company's Westchester and New York City showrooms. Currently the Mamaroneck showroom, where Bilotta still maintains its headquarters, is in the final stages of renovation, getting ready for a grand re-opening. The showroom features traditional, transitional, French Country and ultra contemporary designs, something to satisfy every client. Designer Mel Elion says that today's customer is far more sophisticated about design than those of a generation ago. "Their aesthetic bar has been raised by being exposed to the new trends in interior design that get played up in the print and TV media and by what they see in the homes of their friends. Our challenge is to help make real what the customer envisions."

She explained how the creative collaboration works: "Right away I ask my clients to describe the 'feeling' of the space they envision me creating. For instance, do they want it to be open and full of natural light? Before starting the design process, I speak at length with each client regarding their goals and specific needs for their project, aesthetically,

functionally and financially, and then I make it all happen. I also suggest flipping through design magazines and start a clippings file of what intrigues them and I have them create a numbered list of objectives that they would like to achieve."

Mel typifies Bilotta's talented designers who have made careers with the Company. She is marking her 11th year with Bilotta and brings a great deal of training and expertise to the team. She earned degrees from New York Institute of Design and the Fashion Institute of Technology and had worked for 10 years in corporate interior design.

A designer colleague of hers is Jeff Eakley, who joined the Bilottas 22 years ago to help open their first showroom. In many respects, he is a mirror image of the family owners. Like them, he started building his knowledge of the kitchen industry at a young age when he worked in his friend's father's high-end kitchen showroom, giving him training in construction, design and sales. Most recently, he was intricately involved in the renovation of the Mamaroneck showroom by working with Regina Bilotta on the design of the showroom's three contemporary displays, reflecting the current focus of the market. Eakley shares the same personal, hands-on



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business philosophy of the Bilottas. "I am truly inspired by the whole notion of start-to-finish, total involvement and control throughout the entire project. I believe it to be the key to success. I stick by my clients from the very beginning, hand-holding them through the entire process all the way through the final touch-ups on the installation. I want them to feel comfortable with me and feel confident I am the right person to work with. I am very proud of the reputation I have built within the industry."

The pride that the Bilottas have in their designers is evident in the Company's website, www.bilotta.com, which comprises profiles and photos of each designer and includes personal statements about what it means to be a member of the Bilotta team and the challenge of meeting the customer's expectations.

In other words, like its customers, architects, interior designers, builders and brand partners, Bilotta also keeps company with great designers. They, combined with Bilotta's unrivaled staff comprising the industry's leading professionals in purchasing, drafting, installation and delivery, make it happen for Bilotta's customers—near and far—each and every day.

Taken individually, any of these would set Bilotta apart. In combination, they reveal Bilotta Kitchens to be truly unique in their field and the obvious choice to make a distinctive and attractive difference in your home on your next project.

REGINA, MARIA AND JIM BILOTTA WELCOME YOU TO VISIT ONE OF THEIR LOCATIONS:

MAMARONECK

Bilotta Kitchens
564 Mamaroneck Avenue, Mamaroneck, NY
(914) 381-7734

MOUNT KISCO

Bilotta Kitchens of Mount Kisco
175 East Main Street, Mount Kisco, NY
(914) 242-1022

BRIARCLIFF

Bilotta Kitchens
525 North State Road, Briarcliff Manor, NY
(914) 762-3432

NEW YORK CITY

Bilotta Kitchens Of New York
Architects & Designers Building
150 East 58th Street, 9th Floor
New York, NY
(212) 486-6338

CONNECTICUT

Clive Christian Of Greenwich
40 East Putnam Avenue
Greenwich, CT
(203) 629-9417

Bilotta kitchen displays can also be seen in the following locations—call 1-866-BILOTTA for further information:

NEW JERSEY

The Design & Fine Arts Building
55 East Main Street
Holmdel, NJ
Open Monday – Friday
By Appointment, Saturday, 12-4.

BLOOMINGDALE'S

175 Bloomingdale Road
White Plains, NY
Interactive Kitchen, Basement Level

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New Rochelle, NY
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REMODELING IS A GROWTH INDUSTRY

A recent study by Harvard University's Joint Center for Housing Studies suggests that Bilotta is in a growth industry. According to the study, spending on home improvements by homeowners is expected to increase at a 3.7 percent inflation-adjusted compound annual rate over the next decade. In 2005, spending on remodeling, driven by upper-end remodeling project, reached \$280 billion.

In the report, entitled Foundations for Future Growth in the Remodeling Industry, Amal Bendimerad, a research analyst with the Joint Center, observed, "Recent buyers often focus on updating their kitchens and baths as well as adding rooms or making structural changes. Given that their use of space is already well established, longer-term owners make different spending options, choosing to maintain the condition of their homes."

Also, the age of the nation's housing is increasing. With two-thirds of homes now at

least a quarter century old, growing numbers are in age ranges where improvement spending traditionally is high. Rising home energy costs also are causing homeowners to put energy efficiency near the top of their remodeling concerns.

Increases in the numbers of households and in per household expenditures on home improvements, especially as the high-end market segment returns, ensures solid growth in remodeling activity over the coming decade. However, the mix of remodeling demands will be reshaped by immigrants, seniors, and non-family households, thereby producing a more balanced and sustainable pace of growth.

Homeowner spending on remodeling projects is projected to increase 44 percent through 2015. "The professional remodelers' portion of the home improvement market is expected to grow 46 percent, or 3.8 percent per year in inflation adjusted dollars between 2005 and 2015," notes William Apgar, senior scholar at the Joint Center. *CS*

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