

# Bertazzoni Appliances

## To Cook Beautifully

The kitchen has evolved from a purely functional mandate in the home to a space of style and self-expression. As Bertazzoni celebrates our 140th anniversary, we're proud to share our unique perspective regarding the kitchen's transformative role in the home, with a special focus on today's increasingly experience-driven kitchen environment.

The kitchen has now replaced the living room as the social hub of the home, welcoming family and friends to gather together for various activities throughout the day. This evolution of the kitchen into the heart of the home has accelerated an emphasis on form and has driven a rise in built-in kitchens with integrated appliances, which place

the priority on beautiful form and seamless design.



Today's built-in appliances offer remarkable innovation. Some of the standout aspects of Bertazzoni built-in products include:

- Range tops with dual power burners featuring a best-in-class time to boil, at under six minutes and 19,000 BTU capacity.
- Refrigerator columns with the largest interior depth in the category, while featuring attractive LED lighting.
- Wine Columns featuring the utmost in temperature zone accuracy, UV light shielding glass windows, and vibration free compressors.

With all this new technology, people are now cooking more often at home and there's never been so many homeowners trying their hand at new dishes. The level of selectivity in cooking at home has taken on a whole new level, both in the sense of the quality of ingredients people are using, but also how that food is prepared. Not all cooking methods yield the same results. In particular, steam and steam assist ovens are gaining traction, praised for retaining food's nutrients in the cooking process, and refrigeration has grown more important amidst the rise of natural and organic ingredients and the need to best preserve fresh food.

And "better for you" cooking isn't just limited to what we're putting into our bodies — a growing number of Americans are seeking technologies



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with a smaller carbon footprint and better impact on the environment. Induction cooking is increasingly popular as an eco-friendly solution, and Bertazzoni has doubled its induction range sales over the past two years.

Today's kitchens are also the latest



symbols of aspiration and self-expression. Because of this, there's a greater shift away from "cookie cutter" homes and towards experience-driven spaces that reflect personal design tastes and lifestyle.

Stylish kitchens aren't generic; they're the imaginations of designers and homeowners, brought to life through colors, materials, textures, finishes, and more. Bertazzoni is the market share leader in color appliances within its competitive set and is seeing sustained popularity in its colorful ranges. Within North America, red is the best-selling color within Bertazzoni's warm color palette, with the percentage share of red compared to all colored range sales nearly

doubling over the past 24 months. Overall, color range sales continue to grow, with an annual increase of approximately 20% per year.

Whether their focus is on the aesthetic or on functional updates like wellness or eco-friendly driven design, homeowners are creating spaces that will spark joy in their day to day experiences with Bertazzoni.



For further information or to discuss your upcoming Kitchen or Appliance needs, call the professionals @ Swift Appliance @ (843) 299-1988, email [Sales@SwiftApplianceSC.com](mailto:Sales@SwiftApplianceSC.com) or visit [SwiftApplianceSC.com](http://SwiftApplianceSC.com). You can also see the bottom of page 46 of this Special Issue to learn more.