



Bronx Little Italy

In the heart of the Bronx sits an authentic Italian neighborhood, home to multi-generational family businesses, many of which are still owned and operated by the same families that started them nearly a century ago, and earlier. From baguettes and burrata to pasta and pastries, the thriving business district includes world-class restaurants, high-quality artisanal food shops, and specialty stores carrying handmade local and imported items that you'd be hard-pressed to find elsewhere.

In 1760, French Huguenot Pierre Abraham Lorillard came to New York and started the first tobacco company, P. Lorillard & Co., which is still in business today. At the time, they manufactured snuff and originally opened in lower Manhattan. In 1792, the family moved up to the Bronx and purchased a large tract of land along the Bronx River and built their estate which they named "Belle Mont." In 1870, the manufacturing facilities were moved to New Jersey, and Catherine Lorillard Wolfe, Pierre's great granddaughter, inherited the estate, and it was subdivided for development. Many Italian immigrants were attracted to the area by jobs in the construction of the New York Botanical Garden and the Bronx Zoo. By the beginning of the 20th century, the neighborhood was established as "Little Italy" and often referred to as the "Italian colonies" of the Bronx.

Today, Arthur Avenue has become a culinary destination, attracting thousands of regional and local shoppers as well as domestic and international tourists who want to experience authentic, traditional Italian cuisine and culture. Even celebrities and notable personalities such as Clint Eastwood, Cher, Adam Sandler, and Neil Patrick Harris, have been known to return to Arthur Avenue time and time again. The Belmont Business Improvement District (BID) prides itself on the good taste of tradition through our quality shops, restaurants, services, and annual events. The Belmont neighborhood is in close proximity to a number of attractions that visitors can enjoy year-round including the Bronx Zoo, New York Botanical Garden, Fordham University, and Yankee Stadium.

For more information on the Belmont BID and our neighborhood, please visit www.BronxLittleItaly.com. Connect with us on Facebook, Instagram, and Twitter @BronxLittleItaly.





OUR LADY OF MOUNT CARMEL CHURCH

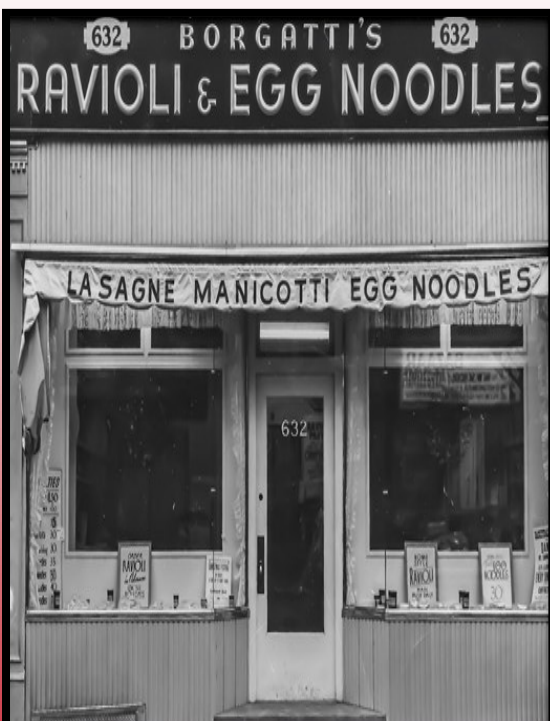
627 East 187th Street

Built in Romanesque style, for a parish founded in 1906, Our Lady of Mount Carmel Church has breathtaking architecture. The twin-towered church has a triple portal, a great wheel window, and superb brickwork. Inside, twelve massive marble columns represent the twelve disciples. The interior roof shows images of the twelve disciples and many saints. Numerous beautiful stained-glass windows represent the Joyful mysteries of the Rosary and the flight to Egypt, and some moments of the public life of Jesus and His Resurrection. At the height of its history in the 40's and 50's, more than 40,000 Italians made Our Lady of Mt. Carmel their parish.

ARTUSO PASTRY SHOP

670 East 187th Street

In the great tradition of Italian-American family-grown businesses, Artuso Pastry has become a nationally recognized culinary treasure through dedication and authenticity. The tale begins in 1930 when Vincent Artuso Sr. and his siblings left their native Reggio di Calabria, Italy and headed for America, settling in the mainly-Italian Belmont section of the Bronx. As Vincent diligently built Depression-era shoeshine boxes, he yearned for something more, and started a job washing pots and pans at Spagnuolo's Pastry Shop on East 187th Street. He pursued his passion by training there as a pastry chef and had a natural knack for the art form. Upon returning from his service in World War II, Vincent felt inspired to purchase the very shop that had nurtured him, renaming it Artuso Pastry in 1946. The tradition of family and service to the community continues on today. Vincent's sons Anthony Sr. and Joseph run the business alongside Anthony's children and other family members. The store was tripled in size in 1974 to take up half a city block, and in 1996 the street on the shop's corner was officially renamed Vincent F. Artuso, Sr. Way.



BORGATTI'S RAVIOLI & EGG NOODLES

632 East 187th Street

Thanks to their upbringing, Lindo and Maria Borgatti were both skilled pasta makers, and in November of 1935, they pulled less than three hundred dollars (all the money they had) and rented a storefront on East 187th Street. They gathered pastry boards, rolling pins, wooden benches, and knives from their home and started making egg noodles. Lindo, Maria, and their six sons took turns making noodles from 6am to 8pm, and their first pound of egg noodles was sold for fifteen cents. Business was slow at first, however eventually they saved enough money to buy a hand-operated dough press and noodle cutter. Their now famous ravioli was created after their son George made a wooden ravioli board. Six months later they were able to purchase an electric pasta machine thus resulting in increased noodle production. This enabled them to move to a different storefront, and in 1949 they expanded into the adjacent store because business was flourishing. Today, egg noodles and ravioli from Borgatti's have traveled across the globe. Borgatti's Ravioli & Noodles remains a quintessential family business, which customers can see from the portraits of loved ones that adorn the walls.



VINCENT'S MEAT MARKET 2374 Arthur Avenue

In 1945, at the age of 17, Vincent DeLuca boarded a boat from Calabria, Italy and headed to the “Land of Opportunity” in hopes of making a better life for himself. After years of chasing the American Dream, he found himself working in a butcher shop where his passion for butchery flourished. In 1954, he opened Vincent's Meat Market on 151st Street. When Vincent and his wife wanted to start a family, they moved to the Belmont section of the Bronx and relocated the market to E 187th St. As the years went on, their three sons, Phillip, Peter, and Vincent learned about the industry and helped out. Vincent remained the owner until his passing in 1979. With no apparent heir to the family business, Peter, who always loved the shop, left college and took over. In 1981, to honor his father's legacy and expand the business, Peter moved Vincent's Meat Market to its current location on Arthur Avenue. Since day one, their

skilled butchers have used traditional recipes and innovative techniques, and they've provided customers with high quality fresh meat and poultry sourced from reputable farms. Fun Fact: It appears as the butcher shop where Marty Piletti works in the film *Marty*, the 1955 Academy Award Winner for Best Picture. At the time, the meat market was called Oteri's Butcher Shop.

TEITEL BROTHERS 2372 Arthur Avenue

Teitel Brothers was founded in 1915, by Jacob and Morris Teitel, brothers and Jewish Austrian immigrants. This Italian specialty food store is a fourth generation, family owned and operated businesses with longstanding tradition and culture. The Teitel family lived upstairs from the grocery store, and Gilbert, son of Jacob, recalls his father knocking on a steam pipe to get his mother's attention, signaling that the store was busy and help was needed. During the Great Depression, Jacob had a mosaic tiling of the Star of David installed at the entrance of the store. Jacob wanted people to know about the family heritage, what they stood for and what was important to them. The store is always stocked with olive oils, dry goods, imported and domestic cheeses and meats, and much more. However, culture, religion, and family values are at the heart of what keeps Teitel Brothers in business today.



MADONIA BAKERY 2348 Arthur Avenue

Mario Madonia arrived in the United States in the early 1900's from Monreale, Sicily and settled into the Arthur Avenue neighborhood. He started baking bread as part of a coop known as the Reliable Bronx Italian Bakers. The building, located at 2385 Arthur Avenue, still bears the name. During Prohibition, the streets of the neighborhood were all made one-way because the police wanted to make it harder for bootleggers to escape. During a car chase on May 15th, a local bootlegger's car crashed through the window of Madonia Bakery. While Mario was in the back baking, his wife Rose, who was seven months pregnant, was working in the front,

and the shock from the crash sent her into premature labor and she delivered a little boy in the bakery. The baby's survival was doubtful, however his parents persevered. They took a shoe box, lined it with cotton, and placed the baby in it by the oven for warmth, which effectively acted like an incubator. Each day he grew stronger. Eleven days later, on May 26th Mario and Rose finally registered their child with the Department of Health - and that is how Peter Madonia Sr. was literally born into the bakery business!



ARTHUR AVENUE RETAIL MARKET 2344 Arthur Avenue

The roadbed of Arthur Avenue used to be covered with crowded stalls selling a variety of food. Mayor La Guardia believed that the chaotic street scenes around pushcart markets were bad for the city's image. He felt street markets impeded the passage of emergency vehicles, and that it would be much easier for the city to regulate and tax vendors if they were in an enclosed, city-owned space. For this reasoning, he had the Arthur Avenue Retail Market, and similar markets throughout the city built. On October 28, 1941, the market was filled with 120 stalls selling a variety of items including meat, poultry, and vegetables. The beloved attraction has fewer stands today, however, you'll still find an eclectic mix of Italian foods, dry goods, fresh produce, and delicious desserts, as well as local draft beer, hand-rolled cigars, and custom clothing.

MARIO'S RESTAURANT 2342 Arthur Avenue

Mario's Restaurant is the oldest restaurant on Arthur Avenue, and has served first-rate Neapolitan fare since 1919. Scolastica Migliucci and her son, Giuseppe, originally opened the business as a pizzeria in 1915 located in Harlem on 114th Street, before moving it to Arthur Avenue four years later. Giuseppe's sons, Mario, and his younger brother, Clemente, also joined the business, and Clemente became the chef. Some of the original dishes included pasta with homemade tomato sauce, meatballs, braciola and sausage. In the late 30s and 40s, dishes including veal, chicken, steak and calamari were added. Today, they serve the same original family recipes, using authentic ingredients including imported olive oil, tomatoes, and the freshest fish and quality meats. Fun Fact: The restaurant is mentioned in Mario Puzo's novel, *The Godfather*.



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6. Madonia Bakery
7. Arthur Avenue Retail Market
8. Mario's Restaurant

ADDITIONAL POINTS OF INTEREST

- A. D'Auria-Murphy Triangle
- B. "Sausage Chandelier" of Calabria Pork Store
- C. Belmont Library & Enrico Fermi Cultural Center
- D. Ciccarone Park
- E. Arthur Avenue / Bronx Tale Mural