



Augie's

Family Style Italian Restaurant and Bar
Owner - Augie Vitiello

Success Magazine: Augie, you have a very successful restaurant in Ballston Spa. Where did you get your start in the restaurant business?

Augie Vitiello: I actually started when I was fourteen years old as a dishwasher in the Bronx, New York.

SM: You had a thriving restaurant in Larchmont, New York by the same name. What made you come to the Saratoga area?

AV: Quality of life. I was tired of paying high rents, and keeping up with the upward spiral of expenses. A smaller community became very important to me with our four children. Coming to the Saratoga region is one of the best choices I have ever made. There is no place I would rather live.

SM: Your food consistently receives rave reviews. To what do you attribute the constant stream of customers and positive feedback?

AV: Consistency in the preparation of our food, the quality food we work with, and our staff—our kitchen staff has been with us for years with minimal turnover, since day one. We have a comfortable feeling about our restaurant; people want to come for the quality and quantity of our food at a very reasonable price.

SM: How can you afford to provide such high quality food at such an attractive price?

AV: It's two-fold. We are busy and we buy at a better price since we have such high volume. We buy in quantity and keep the same high quality. It is a big wheel that keeps spinning—as long as we work closely with our purveyors they pass their savings on to us.

SM: How would you best describe Augie's?

AV: When our patrons walk through the door, they immediately feel at home, knowing they are in the right place. You can smell the fresh garlic and feel the electricity, the buzz. Watching food flying by on big family trays with wide eyed families engrossed in their meal—even if you have to wait, you will look forward to the hot comfort food and enjoy the fresh baked bread and appetizers. Our servers will recognize you and take time to learn your name. If you have eaten at Augie's, even once, you know you will receive excellent quality and a tremendous portion. You can trust that it will be an awesome dining experience for the entire family.

SM: What are your future plans?

AV: Our aim is to uphold the same standards we have had since our inception, continue growing the business, and give back to our community and charities. Moving forward, we would like to do some modest renovations. I am a chef, so I would really like a newer

kitchen, but I would also like to expand the dining area for the comfort of our loyal patrons.

SM: What does success mean to you?

AV: A lot of people measure success by money and possessions, but I measure success by the people around me—my family and also my employees. When you surround yourself with people you want to be around everyone succeeds. When you create a positive environment, where employees are proud of their work—that is success.

