

Contact: Ginny Long  
Director of Public Affairs  
Moen Incorporated  
(800) 321-8809, Ext. 2019

**FOR IMMEDIATE RELEASE**

August 2005

Jennifer Allanson  
Robert Falls & Co. Public Relations  
(216) 696-0229

**LATEST TREND IN HOME LUXURY GIVES NEW MEANING  
TO THE PHRASE “BED AND BREAKFAST”**

***Lavish Morning Bars Are The Newest Addition To The Master Bedroom Suite***

*North Olmsted, Ohio* – Imagine waking up to the smell of fresh-brewed coffee, just feet away from your bed. Or, grabbing an ice cold beverage and a late-night snack without ever leaving the comfort of your bedroom. For many, it's not wishful thinking, it's a reality.

The “morning bar” is one of the hottest new home-design amenities for the master suite. Forget the walk-in closet, master bath and sitting room space -- homeowners are now clamoring to have the convenience of their very own morning bar in their bedroom. The typical morning bar includes a sink and faucet, small refrigerator, drawer dishwasher and small counter to hold appliances such as a coffee maker, espresso machine or even a microwave oven.

“Enriching the master bedroom with a morning bar reinforces the idea of a sumptuous retreat, rather than just a place to sleep and relax,” says Margie Rowe, Senior Target Market Manager, ShowHouse™ by Moen. “Today’s discerning homeowner wants every possible convenience at their fingertips, and the morning bar is one of the latest trends in luxury living. On the flip side, not having to walk downstairs to the kitchen for a drink, snack, or baby’s bottle is also very practical.”

The morning bar is part of a growing consumer phenomenon referred to as “trading up”, which indicates that people are willing to pay a little extra for the luxuries they feel they deserve. In fact, according to the book, *Trading Up: The New American Luxury* by Boston Consulting Group senior vice president, Michael Silverstein and Bath and Body Works CEO, Neil Fiske, last year American consumers spent 400 billion dollars on luxury items that included everything from upscale cars, such as \$39,000 base BMWs, to home accessories like Viking Ranges and Sub-Zero kitchen appliances.

The indulgence doesn't stop with home furnishings, though. Home improvement projects, such as the morning bar, have taken on a new dimension. Just as important as having a morning bar, is having the ability to completely personalize the area to reflect the décor of the bedroom with “luxury” items and products. In doing so, designers are leaning towards having the morning bar tastefully blend in with the room, without calling too much attention to the fact that it's actually a “mini-kitchen.”

### **Cabinetry**

Of course, high-end cabinetry is one of the primary concerns when a morning bar is designed. But it's not as intimidating as it might appear. Cabinets that suit personal tastes are always the best choice. Dark woods with recessed or raised arch accents create a feeling of warmth and security, while lighter colored wood cabinets can brighten up and invigorate the space.

### **Faucet and Sink**

Homeowners also pay particular attention to the details of the sink and accompanying faucet. In fact, according to Rowe, “One of the more popular faucet designs for morning bars are those with an elegant, traditional feel that enhance a refined decorating style, such as ShowHouse by Moen's Waterhill® Collection. The high arc, single-handle faucet in an Oil Rubbed Bronze finish, has a warm feel that complements and blends into the color schemes of many on-trend master suites.”

### **Appliances**

High-end appliances sized appropriately to the space are key to maximizing the benefits of the morning bar. A gourmet coffee press, espresso maker or juicer provide the right

touch for a luxurious morning. A wine chilling drawer will ensure that bottles will always be ready for drinking at the perfect temperature. Plus, a small refrigerator will keep fruits, juices and creamers handy. Wood panels ensure that drawer-sized dish washers and mini-refrigerators blend into the existing cabinetry.

## **Lighting**

The proper lighting in the morning bar is also important. In many cases, track lighting typically found in the kitchen is being strategically placed in the morning bar area, along with skylights that serve to “open-up” and add height to the space.

To create directional task lighting, pendant fixtures are ideal. Pendant lighting focuses the light in the direction where you most need it. Because pendant lights hang down on a thin fixture, they are the perfect solution for adding soft light from a high ceiling. Installing one pendant light above a morning bar sink, illuminates the area you’re working in, and also focuses the light so as to not wake anyone else up when you go to grab a late night snack.

Morning bars are today’s new glamorous addition to the evolving master suite. Whether you’re using the space to chill a bottle of champagne, or clean off a baby pacifier and warm a bottle, a morning bar allows you to combine luxury with everyday convenience.

For more information about Moen’s Waterhill ShowHouse Collection, visit

[www.showhouse.moen.com](http://www.showhouse.moen.com) or call 1-800-BUY-MOEN.

###

### **EDITOR’S NOTE:**

Timeless designs that reflect good taste. Faucets and fixtures that are livable and enduring. These are just some of the reasons why Moen Incorporated is the #1 brand of faucet in North America. In addition to stylish and affordable faucets, Moen also offers residential and commercial sinks and a full range of tub and showering packages. Moen brands include ShowHouse™ by Moen, Creative Specialties International® and the Cleveland Faucet Group®. ShowHouse offers high-end, luxury faucets and accessories to consumers with discriminating tastes. Creative Specialties International® offers complete suites of decorative bath accessories including innovative bath safety products that are fashionable – not institutional. The Cleveland Faucet Group manufactures affordable, durable sinks and faucets for the multi-family housing market.

Moen is part of Fortune Brands®, Inc. (NYSE:FO, [www.fortunebrands.com](http://www.fortunebrands.com)) Home and Hardware group – a leading consumer brands company that includes leading cabinetry, door and lock manufacturers such as Thermo-Tru®, Masterbrand Cabinets®, Inc., Aristokraft® Cabinetry and Master Lock®.

With Moen, you'll always find the perfect balance between styles you'll love and innovation you can live with. Buy it for looks. Buy it for life®.

For more information on Moen visit [www.moen.com](http://www.moen.com) or call 1-800-BUY-MOEN (800-289-6636).