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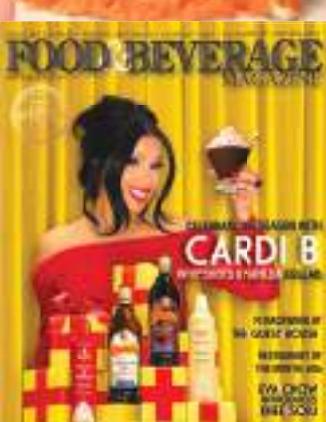
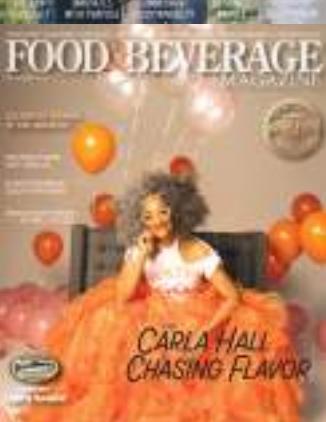
# FOOD & BEVERAGE

MARCH 2025

MAGAZINE



**MILESTONES IN THE MAKING:  
THE PARTNERSHIP OF  
CHEF JOEY AND DANIEL GREY**



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### ***COVER IMAGE***

Chef Joey and Daniel Grey  
of Allendale Social & Charlie's Place

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Cover Feature





# Milestones in the Making: THE PARTNERSHIP OF CHEF JOEY AND DANIEL GREY

In the world of fine dining, success often hinges on the perfect blend of culinary expertise, business acumen, and a deep passion for hospitality. For Daniel Grey and Chef Joey, their partnership not only exemplifies these qualities but also showcases a remarkable journey through the realms of global cuisine and local community building.



Image: Allendale Social

## CHEF JOEY: FOR THE LOVE OF FOOD

Chef Joey's culinary journey began in the heart of family traditions, where as a young boy, he found himself captivated by the alchemy of cooking in his grandmother's kitchen. It was here that his love for food blossomed, sparked by the transformation of simple ingredients into extraordinary dishes that brought joy and nostalgia to the dining table.

Driven by an insatiable hunger for knowledge, Chef Joey embarked on a quest to refine his skills in the world's finest kitchens. His passion took him from New York City's esteemed Restaurant Daniel to the three-Michelin-starred L'Hôtel de

Ville in Switzerland under Chef Philippe Rochat. Further honing his craft in France with Alain Ducasse, Chef Joey immersed himself in the nuances of French gastronomy, mastering techniques that would later play a crucial role in defining his identity as a chef.

"For me, being a chef is a lifelong commitment to learning. No matter how much experience you have, staying humble and continuously seeking knowledge is key to growth," said Chef Joey. "Every new kitchen, every new ingredient, and every new challenge presents an opportunity to evolve—and that's what keeps me inspired every day."

Asia beckoned next, where Chef Joey's tenure at Café Gray Deluxe in Hong Kong not only earned him a Michelin Star but also ignited a deep fascination with the region's diverse culinary tapestry. His days off were spent traveling across Asia, absorbing local techniques and flavors that enriched his repertoire.

Returning to the United States in 2022 after over a decade abroad presented Chef Joey with new challenges and opportunities. Rediscovering his roots in New Jersey, he set out to reestablish connections and immerse himself in the local culinary landscape. This journey culminated in the opening of Boschetto in Montclair, NJ, a fine fast-casual Italian eatery that quickly became a local favorite. Building on that success, Chef Joey then joined forces with restaurateur, Daniel Grey.

#### DANIEL GREY: FROM BARTENDER TO RESTAURATEUR

Daniel Grey's path to becoming a restaurateur was paved with early experiences in the hospitality industry. Starting as a bartender during college, Grey gained invaluable insights into the dynamic world of bars and restaurants. His journey led him through various establishments, culminating in the ownership of Green Rock in Hoboken, NJ, and later, Grand Vin, a celebrated wine bar also in Hoboken.

Transitioning his focus from bars to dining, Grey's entrepreneurial spirit expanded to encompass multiple ventures within the hospitality sector. His reputation for creating inviting spaces where community thrives became a hallmark of his endeavors, setting the stage for his partnership with Chef Joey.

#### AN IDEAL PAIRING

Grey and Chef Joey's paths converged through mutual connections, notably Paul Marcotte, leading to a fortuitous meeting that would shape their collaborative journey. Recognizing in each other a shared commitment to excellence and a passion for creating exceptional dining experiences, their partnership blossomed.

“I wanted to create an environment that feels welcoming and full of love, where families and friends can come together and enjoy great food in a space that means so much to me personally.”

-Grey



Images: Allendale Social



"As talented and incredible as Chef Joey is, I was very lucky he signed on," said Grey. "Since then, we have become really good friends and I'm grateful to have him in my life."

Their first venture together, Allendale Social, opened its doors in October 2023, marking a return to the duo's hometown roots and Chef Joey's fresh exploration of American cuisine. Nestled in Allendale, NJ, the restaurant embodies a blend of refined dining and warm hospitality, drawing inspiration from seasonal ingredients and global culinary influences. With a menu that showcases innovative and approachable dishes, the incredible cocktail and wine program takes the dining experience to a whole other level.

Charlie's Place, named after Grey's daughter, offers a contrasting yet complementary experience. Located in Waldwick, NJ, this lively gastropub combines Chef Joey's flair for elevated comfort food with a laid-back atmosphere perfect for social gatherings and family outings. The menu at Charlie's Place features a range of dishes, from perfectly executed burgers to inventive small plates, all crafted with Chef Joey's signature attention to detail and bold flavors.

"Charlie's Place is meant to reflect that warmth, charm, and uniqueness of my daughter," said Grey. "I wanted to create an environment that feels welcoming and full of love, where families and friends can come together and enjoy great food in a space that means so much to me personally."

At Charlie's Place, Chef Joey elevates classic comfort food with his unique culinary touch, making familiar dishes more exciting while maintaining their approachable, crowd-pleasing appeal. He ensures that every dish is executed with precision, using high-quality ingredients and innovative techniques to create a menu that's both inviting and elevated.

### **A COMMITMENT TO CULINARY EXCELLENCE AND COMMUNITY**

For Grey and Chef Joey, the success of their ventures extends beyond culinary accolades. It's about fostering a sense of community, where guests are welcomed with genuine hospitality and leave with memorable experiences. Whether at Allendale Social or Charlie's Place, the emphasis on personalized service and attention to detail ensures that every visit is not just a meal, but a celebration of flavors and connections.

Image: Charlie's Place





Images: Charlie's Place

“As talented and incredible as Chef Joey is, I was very lucky he signed on...since then, we have become really good friends and I’m grateful to have him in my life.”

**- Grey**

“At the end of the day, the combination of creativity, hospitality, and the ability to make an impact through food is what makes being a chef so rewarding. I wouldn’t want to do anything else,” said Chef Joey.

Looking ahead, Grey and Chef Joey envision expanding their footprint with a new venture at the Ramsey Country Club—an opportunity to further enrich the local dining landscape and extend their hospitality to a broader audience. Their commitment to evolving and refining the guest experience remains steadfast, driven by a passion for culinary innovation and a dedication to creating lasting impressions.

#### **A Recipe for Success**

In the ever-evolving world of gastronomy, the partnership between Daniel Grey and Chef Joey stands as a testament to passion, perseverance, and the power of collaboration. From their humble beginnings to the thriving success of Allendale Social and Charlie’s Place, their shared vision has led to the creation of exceptional dining destinations that resonate with both local communities and discerning palates.

After having their separate life experiences, Chef Joey and Grey ultimately returned to their childhood stomping grounds to make their culinary mark. They are extremely proud of the success of Allendale Social celebrating over one year, and Charlie's Place, celebrating nearly one year. People come from all over New Jersey and New York to dine at these two restaurants that have earned the standing of neighborhood favorites.

"A core tenant of every restaurant I am involved in is hospitality. We take to heart the belief that our customers are our guests," said Grey. "From the food to the service, we focus on the finest of details to create an experience that leaves everyone feeling happy and full."

As they continue to innovate and inspire, Grey and Chef Joey remain at the forefront of culinary excellence, blending global influences with local charm to redefine the art of dining out. With each dish meticulously crafted and every guest warmly welcomed, their restaurants not only serve as venues for exquisite meals but as cherished spaces where food, hospitality, and community converge.

In essence, the partnership between Daniel Grey and Chef Joey is not just about creating restaurants—it's about crafting experiences that leave a lasting impression, one delicious bite at a time.

Allendale Social and Charlie's Place are both neighborhood favorites as well as destination locations for those visiting the Tri-state area. Learn more at [www.allendalesocial.com](http://www.allendalesocial.com) and [www.charliesplacenj.com](http://www.charliesplacenj.com).



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