

Timeless Excellence

An Interview with **Joey Simons**,
Chief Executive Officer, Estiatorio Milos



Joey Simons

EDITORS' NOTE Joey Simons is the Chief Executive Officer of Estiatorio Milos (estiatoriomilos.com), where he has spent the past 18 months leading the global evolution of the esteemed Greek restaurant and lifestyle brand, having joined in 2024. Working closely with founder Costas Spiliadis, Simons oversees Milos' strategic growth and continued commitment to culinary excellence across its international portfolio, which includes locations in New York City, Toronto, Montreal, Athens, Las Vegas, Miami, London, Los Cabos, and Dubai. Before joining Milos, Simons served as Chief Executive Officer of Montclair Hospitality Group (MHG), a chef-driven hospitality group known for

distinctive restaurant brands and memorable dining experiences. Earlier in his career, he held the roles of Chief Operating Officer and Chief of Staff at sbe, a pioneer in lifestyle hospitality. During his tenure at sbe, Simons partnered closely with CEO Sam Nazarian to develop visionary chef-driven concepts and lead high-performing culinary and operations teams.

Will you discuss your career journey?

My career has been shaped by a deep appreciation for hospitality as both an art and a discipline. I've had the privilege of working across multiple facets of the industry, from operations and brand development to leadership roles that required scaling concepts while preserving their integrity. Throughout that journey, one principle has become central to how I lead: intention. Great hospitality doesn't happen by accident – it's the result of deliberate choices, from how you source, to how you design service and create an atmosphere.

That philosophy is one of the reasons Milos resonated so strongly with me. It is a brand entirely built on intention: every detail matters, from the careful selection of seafood to the simplicity of preparation and the



Milos New York Hudson Yards



Milos New York Midtown (above and top)



Milos West Palm Beach arrival area (above) and first floor dining area (right)



precision of service. Each step in my career reinforced the importance of that mindset and ultimately prepared me to lead a brand where intention is not just a value, but the foundation of the entire experience.

What excited you about the opportunity to lead Estiatorio Milos, and made you feel it was the right fit?

What drew me to Milos was its authenticity and unwavering commitment to quality. The brand has built its reputation on simplicity executed at the highest level, exceptional ingredients, expertly prepared, and presented with elegance. That philosophy aligns closely with my own. It felt like the right fit because Milos isn't about trends; it's about timeless excellence. The opportunity to help steward and expand such a respected legacy was incredibly compelling.

How do you describe the Milos experience?

The Milos experience is refined yet approachable. It's rooted in the traditions of Greek hospitality – it's warm, genuine, and centered around sharing. Guests can expect the highest quality seafood, exceptionally sourced and prepared with precision, in an environment that feels both sophisticated and welcoming. It's about letting the ingredients speak for themselves while delivering service that feels personal and effortless.

Where do you see the greatest opportunities for growth for Estiatorio Milos?

There is tremendous opportunity in expanding thoughtfully into new global markets while maintaining the integrity of the brand. We also see growth in deepening relationships with our guests by telling the story behind our sourcing and culinary philosophy in more meaningful ways.



How critical has it been to build the Milos team?

Building the right team is absolutely essential. A brand like Milos relies on people who not only understand excellence, but are passionate about delivering it every day. From chefs to front-of-house staff, alignment around our values is critical. We invest heavily in training and culture because, ultimately, it's our people who bring the Milos experience to life.

How do you focus your efforts leading Estiatorio Milos?

My focus is on balancing preservation with progress. That means safeguarding the core principles that define Milos while identifying opportunities to evolve. I prioritize operational excellence, team development, and guest satisfaction, while also ensuring we are strategically positioned for sustainable growth. It's about being detail-oriented without losing sight of the bigger picture.

What advice do you offer to young people interested in building a career in the hospitality industry?

First, embrace the fundamentals – there is no substitute for learning the business from the ground up. Be curious, stay humble, and always be willing to put in the work. Hospitality is about people, so developing emotional intelligence is just as important as technical skills. Finally, seek out environments that value excellence and mentorship. This industry rewards those who are passionate, resilient, and committed to ongoing improvement. ●



Milos Las Vegas