

“We met Joe Spinelli in 2018 during our first restaurant startup project. Although we came from a family of restaurateurs, this 2018 project would be our first solo startup venture in the east coast separate from the family business on the west coast. And as one could imagine, it was no small feat! Having Joe on our team made all the difference.



As fate would have it, shortly after we signed a ten-year lease on a corner unit of a building that had been vacant for 25+ years, we found Joe during an online search scrolling through many other restaurant consultant websites. What caught our attention was the “Cup of Joe” button on his website, a feature where one can book time to chat with Joe. When Joe called us, we were immediately blown away by his charisma, sincerity, and vast expertise in the restaurant industry - from branding to lease negotiations to restaurant construction and permitting and everything in between!

Joe worked with us on our first brick and mortar in 2018 and again in 2021 when we expanded to our second location. Joe and his team helped us with the design and layout of our kitchens, and there was not a single detail that he and his team didn't think of. He cared so deeply about the success of our projects that he would go above and beyond by helping us troubleshoot other unexpected issues that arose during the entire process of our buildout. Anyone who has had the pleasure of working with Joe knows that what sets Joe's company apart by far is the fact that Joe gives tremendous added value to every single project he works on, no matter how small or large, simply because he CARES!

We also appreciate that Joe has worked on countless projects of different scales over the course of his career, with clients ranging from small operators like us, as well as large restaurant groups and chains, and even corporate leaders like Starbucks. Aside from his knowledge of the food and beverage industry inside and out, we are deeply grateful for the fact that Joe has become a lifelong friend and mentor. We are still to this day so impressed by his ability to treat all his clients and projects - no matter how big or small - with such dedication and compassion. No one can do what Joe does - and we feel very blessed to have Joe as part of our inner circle.”

-Annie & Phil Esguerra  
*Founders of Banana Blossom Bistro*

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