



Joon Choi

General Manager Las Vegas

General Manager Joon Choi leads Smith & Wollensky, Las Vegas with over 15 years of management experience and a history of achievement in working for the Smith & Wollensky Restaurant Group brand.

Choi's first bite of a perfectly dry-aged steak wasn't until he was recruited by SWRG in 2004. Shortly after graduating from University of Nevada, Las Vegas, Smith and Wollensky Restaurant Group recruited him as floor manager in 2004. He took on the role with a passion and pride for the brand and all of its offerings: the most quality dry-aged steaks, seafood, wine and refined service of the renowned steakhouse. His performance was quickly recognized and resulted in promotion to various management positions in Las Vegas, D.C, Miami and NYC.

From 2006-2008, he served as Assistant General Manager of the Palm Restaurant at their busiest location in NYC, overseeing the wine and beverage program and assisting in the opening of the Tribeca location. In 2009, he accepted a management position with Fourth Wall Restaurant Group, in which he served as a Manager at Post House. He was later promoted to be Assistant General Manager of Fourth Wall's famed NYC steakhouse, Quality Meats, where excelled in the direction of service, personnel and brand strategy.

In 2012, Choi was pleased to rejoin Smith & Wollensky Restaurant Group at its Las Vegas location. As he made his journey, he couldn't stop thinking about that first bit of steak. That moment, combined with his passion for great food, service and guest satisfaction, continue to inspire him in maintaining the restaurant's status as the most coveted steakhouse destination in Las Vegas.

