

## **PRESS RELEASE**

June 7, 2017

### **ESSEX COUNTY FREEHOLDERS HONOR THE CRYSTAL PLAZA GROUP IN CELEBRATION OF 100 YEARS OF SERVICE**



Freeholder At-Large Patricia Sebold (center), presents the Board's Commendation to the Crystal Plaza Group at the Hall of Records. PHOTO BY GLEN FRIESON

(Newark, NJ) – During a special presentation held at the Hall of Records in Newark, New Jersey, on Wednesday, June 7, 2017, Freeholder At-Large Patricia Sebold honored the Crystal Plaza Group in celebration of its 100<sup>th</sup> Anniversary.

Freeholder Sebold sponsored and presented the Board's Commendation to the Janoff family and the Crystal Plaza team, celebrating 100 years of dedicated hospitality and service. During the presentation, she shared memories of the Crystal Plaza Group being the cornerstone of event hosting. The Commendation was presented to Allan Janoff, the patriarch of the company and 3rd generation owner, and she congratulated him and the team for their success.

Allan, who worked side-by-side and learned from his late grandfather Max Janoff and father Harold Janoff, thanked the Freeholder Board for honoring the Crystal Plaza. For more than 50 years, Allan has taken a personal interest in his clients and recognized the importance of making memories. He has also built long-lasting relationships with the community and beyond in the process.

Max Janoff founded the Crystal Plaza Group as Alpine Caterers in October 1917, after migrating to the United States from Russia in his teens, offering kosher catering. Between 1933 and 1965, the business

moved from Newark, Maplewood, and finally to Livingston. Named the Crystal Plaza for its 30-plus crystal chandeliers, the elegant venue was constructed as a residence by Architect Stanford White, who designed the original Madison Square Garden and arch in Washington Square Park.

Today, the Crystal Plaza Group still serves as a family business operated by 3rd and 4th generation Janoff family members Hunter and Max, Allan's sons. Together, they have rebranded the business from the Crystal Plaza to the Crystal Plaza Group, the new parent company for Crystal Plaza Caterers. The business is known for its incomparable cuisine, distinguished level of service and expertise, and countless parties for some of the area's most prominent figures.

The upper-management team of the Crystal Plaza Group has over 200 years of combined hospitality experience and is led by Nella Mellace, Marco Chiaravalloti, Mikheil Tatishvili, and Paul Fonte. Allan, Max, Hunter, his sister Ronni Janoff-Weinstein, and Barry Ress, work with a team of dedicated and talented management and staff to achieve a stellar reputation for providing quality service with a personal touch. The entire Crystal Plaza team is committed to carrying on the Janoff legacy of fine quality and attention to detail that began with the Alpine Caterers.

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