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WEST PALM BEACH

Juliana's Pizza Expanding to West Palm Beach This Fall

Juliana's is adding a location in West Palm Beach.



Image from Juliana's Pizza on Instagram

WEST PALM BEACH, FL — Juliana's Pizza, the Brooklyn-based pizzeria founded by Matthew Grogan in partnership with the late Patsy and Carol Grimaldi, is expanding to South Florida this fall. The restaurant's forthcoming NORA District location was first reported by [The Palm Beach Post](#) and confirmed to Business Debut by Grogan, who said the opening is planned for mid to late October at [875 N Railroad Ave, West Palm Beach, FL 33401](#).

What to Expect

The NORA location will mirror the original Juliana's in Brooklyn, which opened in 2012 beneath the Brooklyn Bridge in the former Grimaldi's space. The new restaurant will feature two coal-fired ovens, a full bar, and an outdoor patio with roughly 40–50 seats, bringing the total seating to about 130–140 guests.

Juliana's menu centers on traditional coal-fired pizza made with Italian tomatoes, fresh sliced mozzarella, and anthracite coal that burns clean and hot for the perfect char. In addition to pizza, the restaurant will serve pastas, salads, soups, and nostalgic desserts such as artisan Ring Dings from Duane Park Patisserie. Guests can also enjoy a classic New York egg cream, made with U-Bet chocolate syrup, siphon seltzer, and real cream.

Ownership and Legacy

Grogan, a former Wall Street investment banker, partnered with Patsy and Carol Grimaldi after they decided to come out of retirement. The late couple sold their pizza business, Grimaldi's, in 1998. By 2012, the couple decided to start over with Juliana's.

"They said they wished they'd never sold their baby," Grogan told Business Debut. "Juliana's, named after Patsy's mother, was our chance to carry their legacy forward."

The restaurant continues the Grimaldis' old-world approach. "We make pizza the way it was made 100 years ago," Grogan recalled. "Great ingredients, fresh mozzarella, and coal-fired ovens—nothing fancy, just done right."

Carol Grimaldi passed away in 2014, and Patsy Grimaldi passed away in February of this year.

Fresh Direct Partnership

During the pandemic, Juliana's launched a partnership with Fresh Direct, offering "Take and Bake" pizzas for home preparation across the New York Tri-State area. Grogan said a similar model could be introduced in Florida in the future to serve local communities seeking high-quality, ready-to-bake options.

Hours

The West Palm Beach location will be open seven days a week from 3:30 – 10 p.m., with a short afternoon closure to "stoke the coal" and maintain the restaurant's traditional oven heat.



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