

January 7, 2019

Food & Lifestyle

Panorama Tower reveals first food tenant

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By **Brian Bandell** - Senior Reporter, South Florida Business Journal
an hour ago

IN THIS ARTICLE

Anselmo Endlich
Person

Commercial Real Estate
Industry

Florida East Coast Realty
Company

The developer of Panorama Tower, the tallest building in Florida, has signed My Deli Market as its first food tenant.

Founded by **Anselmo Endlich**, My Deli Market is billed as a "grocerant" that will combine a cafe, a deli and a small grocery store. Its 4,720-square-foot space should open in June.

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Jerome Hollo
Person

“Consumers are looking for freshly prepared, casual food that is made to order, but they also want to experiment with new food options,” Endlich said. “We want our customers to find the unusual, the unexpected and the surprising at My Deli Market.”

Endlich also created a large online wine retailer in Latin America.

The 85-story Panorama Tower, at 1101 Brickell Ave. in Miami, was developed by Florida East Coast Realty (FECR). It features 75,000 square feet of retail, in addition to apartments, a hotel and medical offices. The developer said a Dogtown pet day care facility, a dry cleaners and a U.S. Post Office have also signed leases there.

“We’ve seen these grocery, del, and café concepts pop up across major urban cities, and now we’re helping to bring them to Brickell,” said [Jerome Hollo](#), executive VP of FECR. “With the number of young professionals in Brickell, we see the demand for this type of sophisticated grocery store/eatery combination.”

FECI said that the 821 apartments in Panorama Tower are over 50 percent leased. It [opened in summer 2018](#).

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