

# THE NEXT MIAMI

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## In Brickell, 'Grocerant' Announced As Tenant At Panorama Tower's 75K Square Feet Of Retail

By *TNM Staff* on January 7, 2019

Panorama Tower – Miami's new tallest building – has announced My Deli Market as a new tenant at their 75,000 square feet of luxury retail.

My Deli Market is leasing 4,720 square feet of space, and is planned as a "grocerant." It will carry a variety of local and regional fresh produce, meats, bakery, supplementary grocery options, and homemade food. It will also provide room service deliveries to Panorama's tenants, according to developer Florida East Coast Realty.

The new store will use data analysis to identify the needs of customers in order to maximize their experience, targeting customers in Miami of different nationalities and regions. Food will be prepared on a daily basis.

"Consumers are looking for freshly prepared, casual food that is made to order, but they also want to experiment with new food options. We want our customers to find the unusual, the unexpected, and the surprising at My Deli Market," said Anselmo Endlich, Founder of My Deli Market. "Pioneers like FECR envisioned vertical cities decades ago. The future has arrived, and we are lucky to be a part of it at Panorama Tower."

Endlich is a Brazilian who founded Latin America's largest online Wine retailer, and recently moved to Miami.

"We've seen these grocery, deli, and café concepts pop up across major urban cities, and now we're helping to bring them to Brickell," said Jerome Hollo, Executive Vice President of FECR. "With the number of young professionals in Brickell, we see the demand for this type of sophisticated grocery store/eatery combination. Our goal with Panorama Tower always has been to deliver tenants everything that they need right outside their doors, as well as to create a greater sense of community within the neighborhood. Partnering with My Deli Market helps bring this full circle."

Opening is scheduled for June 2019. Other retailers are also planned at Panorama, with Dogtown already open as the first tenant.

More than 50 percent of the 821 apartments at Panorama Tower are leased.

Alex Acker and Francisco Rodriguez Melo of Cedano Realty Advisors were the brokers who represented the tenants.