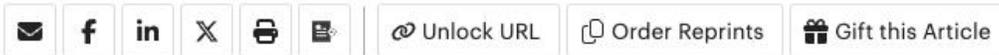


Food & Lifestyle

New organic grocery-cafe to open 1st location in Brickell



A new organic grocer is preparing to open in Miami, as a wellness-focused concept moves into a retail space previously occupied by another food tenant.

CORTNEY DANIELLE MOORE / SOUTH FLORIDA BUSINESS JOURNAL



By Cortney Danielle Moore – Reporter, South Florida Business Journal
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A new organic grocery and cafe concept is moving into a Brickell retail space where a previous food tenant failed.

Nude Miami plans to open its first location at Panorama Tower, betting that demand from nearby residents and office workers will support its health-focused business when it eventually opens at 1100 Brickell Bay Drive, Suite 107.

The company, founded by Charles Amine, a Parsons School of Design alumnus and CEO; Harry Miller, a former [University of Miami](#) student with marketing experience; and Sebastian Lezcano, a Belen Jesuit Preparatory School graduate turned CFO, is entering the market without a prior operating track record.

“This concept is first to market in Miami and has been extremely well received by the community, especially on social media,” the company told the *Business Journal*. Nude Miami also cited “a growing demand for health and wellness experiences.”

Florida East Coast Realty, which brokered the lease, said the decision reflects a broader shift toward boutique retail. The space was previously occupied by My Deli Market, which operated at Panorama Tower from January 2022 through May 2025.



Panorama Tower is currently the tallest building in Florida rising 85 stories and over 860 feet.

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The brokerage said the concept is not meant to compete directly with national grocery chains like [Publix](#), which has three locations in Brickell.

“This type of daily-use concept is particularly well suited to dense, mixed-use environments like Panorama, where residents and office workers value convenience and quality,” Florida East Coast Realty said.

Nude Miami said it views Brickell as a market driven by its year-round residential and office population rather than traditional street foot traffic.

“Brickell has a growing year-round residential and office population. It’s a young, vibrant, and walkable area that we’re excited to be a part of,” the company said. It also referenced nearby Brickell Bay projects, including Citadel’s planned headquarters and a forthcoming Aman-branded condominium tower.

Set for a 2026 opening, Nude Miami will feature what the company described as Miami’s first organic hot bar and prepared foods program, offering proteins, sides, salads and grab-and-go items.

The Panorama Tower location also plans to sell glass-bottled, cold-pressed juices made with organic ingredients and to carry wellness brands not widely available elsewhere.

“Nude Miami is fundamentally different because health isn’t a marketing angle, it’s the filter for every decision we make,” the company said. “Every product is vetted against strict standards: no seed oils, no GMOs, no artificial colors or flavors, no chemical preservatives, and no synthetic ingredients”

Similar wellness-focused grocers have gained traction in other major markets, including [Los Angeles-based Erewhon](#), which has built a following around premium prepared foods, tightly controlled ingredient sourcing. The retailer, which often draws viral attention, is also known for high-priced offerings, including smoothies that can reach \$22 and specialty produce such as Japanese strawberries that have sold for about \$20 per berry.

The organic food and beverage sector continues to grow as consumer demand evolves.

In the United States, sales of certified organic products reached \$71.6 billion in 2024, outpacing growth in the broader food market, according to the Organic Trade Association. Meanwhile, San Francisco-based Grand View Research estimates the global organic food and beverage market was valued at about \$231.5 billion in 2023 and projects it will more than double to roughly \$563.5 billion by 2030.