

# Robb Report

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## Branded Developments Are Increasingly Tailoring Perks to Foodies and Oenophiles

From Miami to New York, Toronto to Tulum, luxury residences are evolving into culinary havens, bringing private cellars, rare spirits, and chef-led dining experiences into everyday living.

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The Boundary for Ytech

For today's luxury buyer, home is no longer just a sanctuary—it's a stage for indulgence.

Across the country and especially in culinary-forward markets like Miami and New York, high-end residences are being reimagined not only as places to live but as destinations to sip, savor, and entertain. Rare spirits, sommelier-curated cellars, and chef-driven dining concepts are no longer relegated to restaurants; they're now being delivered straight to the penthouse.

In South Florida, [The Residences at 1428 Brickell](#) is taking this ethos to soaring new heights, literally. Sixty-seven stories above the city, the developer Ytech is introducing what it claims is the most ambitious private wine and spirits program in Miami. The centerpiece: a two-story, 3,500-square-foot, climate-controlled cellar—the largest of its kind in the area. Inside, residents have access to private, fob-secured lockers for storing their personal collections, while a sprawling 9,900-square-foot wine lounge offers a tasting room, bar, dining spaces, and a mezzanine-level retreat. A full-time beverage director and an on-site sommelier will oversee everything from intimate dinners to large-scale events, effectively transforming the tower into a private members' club for oenophiles.

"We found [buyers] valued discretion and authenticity over spectacle," says Yamal Yidios, founder and CEO of Ytech. "That insight shaped everything. We designed amenities that feel like a true extension

of the home.” Residences at 1428 Brickell are priced from \$3 million to \$7 million, and for Yidios, the wine and spirits lounge isn’t just another checkbox amenity—it’s a curated experience tailored to how buyers actually live: “It’s a beautifully designed environment where residents can gather, celebrate, or unwind, all while enjoying unobstructed views of Miami.”



The floating wine and spirits room at The Residences at 1428 Brickell in Miami has private lockers and an on-site sommelier.

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A few blocks away, [JEM Private Residences](#) at the Miami Worldcenter offers a more intimate and boozier interpretation of the same idea. Slated for completion in 2027, the Rockwell Group-designed and Naftali Group-developed project will have a tequila and spirits tasting room that feels like a hidden gem in the sky—complete with wood flooring by Oscar Ono Paris, amber-lit shelving, and sweeping skyline views. “The wine and spirits room at JEM reflects the philosophy that hospitality and amenities should feel like an extension of the home,” says Miki Naftali, CEO and chairman of Naftali Group. “This space provides an elevated environment for social connection and relaxation—a refined amenity that speaks to our passion for craftsmanship, culture, and quality.”

Over in Fort Lauderdale, [Viceroy Residences](#) infuses its cocktail culture with a note of nostalgia. The Sound Bar lounge—exclusive to residents—pays homage to music and mixology alike, with deep red interiors, a curated vinyl record collection, and rare spirits on proud display. “The concept blends Fort

Lauderdale's growing cultural energy with Viceroy's signature sense of luxury," Naftali says. "We wanted it to feel inspired, comfortable, and social. To complement this lifestyle, we also offer the option of private wine cellar storage, giving residents additional space beyond their own homes."



The Sound Bar at Viceroy Residences Fort Lauderdale offers a vinyl-inspired lounge experience.

Hayes Davidson

Increasingly, developers are also leaning on culinary heavyweights and beloved hospitality brands to anchor their projects. Slated to open in 2026, [The Villa](#)—a forthcoming 58-story tower from Terra and One Thousand Group—will include just 60 residences, starting at \$4.5 million. The building will also [feature Major Food Group's](#) (MFG) first-ever waterfront restaurant. The group behind the celebrated eateries [Carbone](#) and [Dirty French Steakhouse](#) will offer residents access to a private Italian restaurant concept, a juice bar, and in-residence chef services. The condo's kitchens will be curated by Mario Carbone himself and will come fully stocked with pasta tanks, convection steam ovens, imported Italian cabinetry, and, of course, wine fridges.

French chef [Jean-Georges Vongerichten](#) is also staking a claim in the residential world. His debut real estate venture, [Jean-Georges Miami Tropic Residences](#), developed in partnership with Terra and Lion Development Group, will include a constellation of his renowned restaurants—ABCV, ABC Kitchen, and ABC Cocina—plus private rooftop dining and farm-to-table provisions integrated directly into daily life.



JEM Private Residences in Miami features a tequila and spirits tasting room by Rockwell Group.

Hayes Davidson

In New York, [Mandarin Oriental Residences Fifth Avenue](#), developed by SHVO, brings fine dining even closer to home, with a residents-only rooftop restaurant, Privé, helmed by Michelin-starred chef [Daniel Boulud](#). Boulud's team also curates the in-residence dining experience—giving residents the luxury of white-tablecloth service without ever stepping outside. The concept is gaining momentum around the globe, too. [Nobu](#) Hospitality, founded by renowned chef Nobu Matsuhisa, continues to expand its [branded residences](#) in cities from Toronto to Tulum.

Back in Miami, [Cipriani](#) Residences, a collaboration between Mast Capital and the legendary Cipriani family, draws inspiration from Venice's iconic Harry's Bar. The project will include a private dining room, residents-only speakeasy, and sky bar, all modeled after Cipriani's signature old-world elegance. In West Palm Beach, the Cipriani family is also behind a new [Mr. C-branded tower](#), a 25-story Arquitectonica-designed property offering 146 condos and a 110-room hotel. Homes will start at \$2 million.

From speakeasies tucked into the clouds to tasting rooms with in-house sommelier service and private chefs for in-residence dining, it's clear that food and drink have become central to a well-curated high-end development. "Luxury today is about more than finishes; it's about how people live," says Naftali.

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