

Foodie Culture Infuses New Condos

While some upscale condos link their brand with luxury cars and hotels, others embrace the celebrity chef culture

BY MICHELE LERNER | NOVEMBER 20, 2022



Residents at the Mandarin Oriental Residences Fifth Avenue in Manhattan will have exclusive dining privileges at Daniel Boulud's Prive restaurant, which will be in a private rooftop setting.

SHVO AND DBOX

Calling downstairs for room service dinner means something a little different when you're ordering your meal from Daniel Boulud, named "Best Restaurateur in the World" in November 2021 by Les Grandes Tables du Monde and owner of more than a dozen renowned restaurants. Residents at the Mandarin Oriental Residences Fifth Avenue in Manhattan will have exclusive dining privileges at Daniel Boulud's Prive restaurant, which will be in a private rooftop setting.

"It's nothing new for us to provide private dining services to people in New York since we've had a catering company for 30 years," Mr. Boulud said. "What is different is that residents will have a private restaurant that will be like an extension of their home with a sophisticated seasonal menu along with items that you would cook at home like a nice chicken dish and a salad."

Mr. Boulud will also provide delivery to homeowners at the Fifth Avenue location from his other nearby restaurants, and will cater small dinner parties in their condos. The residences, which are priced from \$2.5 million and up, are anticipated to be completed during the first half of 2023.



A rendering of the speakeasy bar at the upcoming Cipriani Residences in Miami.

THE BOUNDARY

Exclusivity and access to fine dining are increasingly expected by owners in high-end condos around the world. Well-known chefs and hospitality companies are now bringing a higher level of food and beverage offerings and sophisticated services to condo owners. In some cases, the connection is so strong that the communities share a name with the restaurants or chefs.

Co-Branded Residences and Restaurants

For Camilo Miguel Jr., CEO and founder of Mast Capital, developer of the 80-story Cipriani Residences in Miami, co-branding with the high-end Cipriani Italian restaurant and hospitality company is a natural fit for his vision of his new condo project in the Brickell neighborhood, where condos start at \$1.4 million.

“Dining at a Cipriani restaurant includes seriously elevated service that’s elegant but also festive and approachable,” Mr. Miguel said. “At Cipriani Residences, we’re providing a highly curated lifestyle and including a private restaurant for residents only.”

In addition to the private dining room for homeowners, Cipriani Residences in Miami will include a speakeasy bar and outdoor sky bar. Construction will start in March 2023 on the community.

“The exclusivity—the fact that getting into the restaurant is unattainable unless you know someone who lives there—makes it particularly appealing,” Mr. Miguel said. “The owners can take pride in offering that experience to their guests.”

In addition, private dining and catering services will be available.

“People want an easier life, with things closer to home,” Mr. Miguel said. “Whether they’re permanent residents or part-time, it’s nice to be able to have great dining at home with friends. That way it’s not an obligation to go out, it’s just another option.”



Chef Nobu Matsuhisa's beloved Japanese-Peruvian fusion restaurants around the globe expanded into the hospitality business and residential developments. Pictured here is a living room in Nobu Residences in Toronto.

NOBU HOSPITALITY.

Chef Nobu Matsuhisa’s beloved Japanese-Peruvian fusion restaurants around the globe expanded into the hospitality business with hotels and then launched Nobu Residences in Toronto four years ago. Nobu residences are under development in mixed-use projects in Los Cabos and Tulum, Mexico; Vietnam; Al Khobar, Saudi Arabia; and several yet-to-be-announced locations, according to Trevor Horwell, CEO of Nobu Hospitality.

“From the very beginning—when Nobu opened his first restaurant in 1994—the brand has been about creating memorable experiences around food,” Mr. Horwell said. “This extended into the launch of Nobu hotels ten years ago and subsequently Nobu residences.”

Nobu restaurants and hotels can be found in cities around the world, with customers and guests recognizing the name for its luxury, said Mr. Horwell.

“Our aim was to bring the DNA, culture and service to the real estate sector to create a holistic 24/7 experience,” Mr. Horwell said.

Celebrity Chefs and Fine Dining Amenities

At Cabo Del Sol in Los Cabos on the Baja Peninsula in Mexico, under development by Oakmont Corp., the Cove Club community will have four private restaurants for homeowners. The residences, which are now under construction, will range from \$5.9 million to more than \$19 million.

“Dining options have become almost equal to golf over the past five years or so,” said Erin Dixon, vice president of sales at Cabo Del Sol. “The food and the story behind the food is extremely important.”

Gene Montesano, founder of Lucky Brand jeans and multiple restaurants including Lucky’s Steakhouse in Montecito, California, is overseeing the development of the restaurants at Cove Club, which includes Chiringuita, a “toes in the sand” casual restaurant that opened in 2019 under renowned chef Francis Reynard, Ms. Dixon said.

“Some people wanted to buy a membership to Cove Club because of the restaurants, but our rule is that you must own real estate to dine here,” she said. “We also have a list of chefs who can cook meals in residents’ homes.”

Chef Dan Kluger, a James Beard award-winning chef behind Loring Place in New York City, partnered with Related Companies at Coterie Hudson Yards to develop a private restaurant for residents of The Set, which is on the top floors of their new building at 455 10th Ave. in Manhattan. The Set, which will have 270 fully furnished and serviced units, functions as a luxury rental where studio units range from \$5,200 to \$15,000 per month as well as a five-star hotel.



Chiringuita at Cove Club, a casual restaurant that opened in 2019 at Cabo Del Sol in Los Cabos on the Baja Peninsula in Mexico.

COVE CLUB AT CABO DEL SOL.

“There are eight food and beverage options within Coterie at Hudson Yards under the direction of Chef Kluger,” said Hailey Sarage, a vice president of development with Related Companies. “Residents have a private entrance into the public-facing dining room, cocktail lounge and bar, where they will have access to VIP reservations.”

A well-known chef adds to the excitement of living in a luxury home, Ms. Sarage said.

“There’s also a resident-only private restaurant and full bar in The Set, which has a different menu from the public restaurant,” Ms. Sarage said. “Residents can have personalized experiences such as room service to their unit and there are spaces to reserve for a private chef experience. You can eat in the restaurant multiple times per week and enjoy it for a special anniversary celebration, a birthday dinner or just a burger.”

At the Mandarin Oriental Residences Beverly Hills, Mr. Boulud will provide both private and public dining options since this will be Mr. Boulud’s first West Coast restaurant, said Michael Shvo, CEO of SHVO, developer of the Mandarin Oriental Residences in Beverly Hills and Manhattan.

“Daniel will have a restaurant on the ground level, steps from Rodeo Drive, which will be open for dinner reservations,” Mr. Shvo said. “In addition, residents will be able to enjoy private in-residence dining and culinary experiences on the private rooftop pool”

Private restaurants for condo residents have been a trend in New York City, said Mr. Boulud, but less so in Los Angeles because there are fewer condos there.

“It’s a big advantage not to need a private chef but to have services as if you do,” said Mr. Boulud.

The Beverly Hills residents are complete now and priced from \$3.7 million and up.

“There is no pressure to cook when you can have breakfast in bed by Daniel Boulud or private dining offered by him within your residence,” Mr. Shvo said.

Buyers at the ultra-luxury end of the market are always looking for a distinct offer, Mr. Shvo said.

“We had a recent transaction at the Mandarin Oriental Beverly Hills where the buyer’s decision was hugely influenced by the Daniel Boulud restaurant, private catering and room-service offerings,” Mr. Shvo said. “The extra level of on-demand luxury, where you can take the elevator from your residence to your favorite table or have fine dining prepared in the privacy of your own home is unparalleled.”