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Luxury condos in South Florida add wine and spirits lounges to attract high-end buyers

Developers integrate private tasting rooms and curated bars as demand grows for lifestyle-focused residential amenities

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As Miami continues to grow as a culinary destination, with more than 200 new restaurants expected to open by the end of 2024, real estate developers are responding to the city’s appetite for fine food and drink in a new way. Instead of just building luxury residences with pools and gyms, developers are now integrating high-

end beverage experiences directly into residential buildings. These new amenities are designed to offer residents the kind of service and atmosphere typically found in top-tier restaurants or private clubs—without ever leaving home.

At Shoma Bay in North Bay Village, the developers have introduced a private Wine Club exclusively for residents. The space spans over 1,000 square feet and includes 100 custom wine lockers, each capable of holding up to 12 bottles. Designed by Adriana Hoyos Design Studio, the club features warm tones, herringbone flooring, and a central tasting island. It’s intended as a gathering place for wine lovers who want to store their collections properly and enjoy them in a refined setting. The club also serves as a social hub for residents who share an interest in wine culture.

In downtown Miami, JEM Private Residences by Naftali Group is offering something different: a dedicated tequila and spirits tasting room. Designed by Rockwell Group, the lounge includes amber glass shelving, bronze decanter racks, and end-grain wood flooring from Oscar Ono Paris. The space is intimate and offers views of the city skyline. Located within Miami Worldcenter, JEM is surrounded by upscale dining options like Maple & Ash and Sixty Vines, but its in-house tasting room gives residents a private alternative for enjoying premium spirits.

Brickell is also seeing this trend take shape at The Residences at 1428 Brickell. Developed by Ytech under CEO Yamal Yidios, this building features one of the largest wine and spirits lounges in the area. Located on the 67th floor, the two-story lounge covers nearly 10,000 square feet and includes over 3,400 square feet of storage space for bottles. Residents can use private lockers secured with personal keys and have access to a tasting room, bar lounge, dining area, and mezzanine lounge. A beverage director and sommelier are available to help plan events or guide tastings.

In Fort Lauderdale, Viceroy Residences is bringing its hotel-level service into private homes with a Sound Bar lounge that combines music and mixology. The space features deep red tones, curved seating, warm lighting, and floor-to-ceiling shelves filled with premium spirits. A backlit vinyl record display adds a musical element to the experience. This amenity is designed not just for drinking but for creating an atmosphere where residents can unwind or entertain guests in style.

These developments reflect a broader shift in how luxury living is defined in South Florida. As more people seek personalized experiences at home, developers are investing in amenities that go beyond traditional offerings. Wine cellars, tasting rooms, and curated lounges are becoming part of the standard package in high-end buildings across Miami and Fort Lauderdale. For residents who value convenience without sacrificing quality, these spaces offer an appealing blend of privacy and sophistication.

The rise of these spirit-focused amenities also aligns with Miami’s growing reputation as a global food and beverage hub. With international chefs opening restaurants across the city and local bars gaining recognition for their cocktail programs, it’s no surprise that this culture is now influencing residential design. Developers see these amenities not just as perks but as essential features that attract buyers looking for more than just square footage—they want lifestyle built into their homes.

As this trend continues into 2024 and beyond, it’s likely that more buildings will follow suit. Whether it’s through wine lockers on upper floors or lounges inspired by music culture, South Florida’s luxury real estate market is finding new ways to bring hospitality home.