



Now open in La Cala

FLORIDA Mijas Beach

The complex is a creative proposal as a 'beach-club' that seeks to promote national tourism thanks to the beach version of one of the most established brands in the sector

Isabel Merino / Info M.Prieto /
Photos: C. Bejarano

To offer a tourist experience that combines gastronomy, leisure, and entertainment, in order to provide the end customer with a unique experience throughout the day and night. With this philosophy, on Thursday the 25th, 'Florida Mijas Beach' opened its doors in La Cala, a complex that follows in the wake of the mythical 'Florida Retiro', with more than 70 years of experience

Among the dishes offered are 'gazpachuelo malagueño' and 'borriquete frito'

in Madrid. "We are very excited about this project; from the Town Hall, we are going to collaborate as much as possible to relate the tourist image of Mijas with proposals like this one", said the mayor, **Josele González** (PSOE), during the inauguration.

The venue, which was already presented to tour operators and travel agents in the last edition of Fitur, combines live shows and signature cuisine. It is located on the seashore, a few minutes from the Coastal Path and

near La Cala de Mijas. "Mijas has it all, we have seen many tourist destinations, but Mijas has elements that bring you closer to interesting clients, a wonderful seasonality, positive elements and, in short, there are many assets in this municipality to win the battle in the difficult world of tourism", said the director of communication of 'Florida Mijas Beach', **Juan Carlos Ruiz**.

Reactions

For the councillor for Tourism, **José Carlos Martín** (C's), "this opening gives us great satisfaction, we want to thank the entire team for betting on it regardless of the crisis and opening in these difficult circumstances". For his part, the councillor for Town Planning, **Andrés Ruiz** (C's), said that "this type of establishment was very necessary for Mijas. I think it will be a success because it has very powerful people at the front who will provide a quality leap to the area". For the councillor of the Partido Popular, **Mario Bravo**, "this is the type of establishment that competes with other towns that may be more famous, but that makes it more enjoyable to live in Mijas".



The government team, with the owner of 'Florida Mijas Beach' and the staff of the complex, during the inauguration / C.B.



3,000 M²
A multipurpose area that combines restaurant, terrace, beach club with pool, sun bed area on the beach and night club.

In La Cala
Florida Mijas Beach is situated in a privileged location, on nº 9, calle Carabelas (La Cala).



JUAN CARLOS RUIZ
Dtor. Com. Florida Mijas Beach

"Today is a very beautiful day, the end of many months of work, of many ideas that are beginning to take shape and allows us to welcome a project that carries Mijas in its heart"



JOSELE GONZÁLEZ
Mayor of Mijas (PSOE)

"I think it is a project that is going to succeed, that is going to give a job opportunity to many 'Mijeños' at a time when many jobs related to hospitality have been lost"



JOSÉ CARLOS MARTÍN
Councillor for Tourism (C's)

"This establishment will entail a leap in the quality of the tourist offer of Mijas and will enhance precisely what we seek: excellence and sustainable tourism"



NURIA RODRÍGUEZ
Regional Delegate for Tourism

"We are in luck, we continue to awaken the interest of investors, betting on diversified tourism where leisure and gastronomy play a special role"

CHEF, IVÁN CERDEÑO

A MICHELIN STAR, rules in the kitchen

His proposal is based on local and seasonal produce. Recognized with a Michelin star, he is committed to freshly nuanced Spanish cuisine with a different range of dishes between the more formal and avant-garde restaurant area and the more informal beach club with finger food-style options.



JUAN CARLOS MALDONADO
Vice-president Málaga Council

"It is appreciated that a group, synonymous with success, has chosen Mijas. From the Provincial Council, we have offered to include the complex in 'Sabor a Málaga'"

OPEN FROM
FRIDAY 5th of JUNE

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EL PRINCIPAL

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