



La Piaggia: Serving Cuisine, South of France style

La Piaggia is serving up the Sunday Fun-Day, South of France style, with it's chic yet laid back atmosphere. Guests can sip on the traditional house Rose wine and savor an assortment of dishes such as the Le Filet de Boeuf au Porivre, a 10 oz center cut beef tenderloin served with french fries, among

others.

by Mamie Joeveer in Miami Beach Insider Blog

La Piaggia: Serving Cuisine, South of France style

by Mamie Joeveer 3/9/10 8:09 PM



Photo credits Rolo Del Campo

IMAGES



Recent French Tuesday Party for Carnival at La Piaggia. Photo credits Rolo Del Campo.

IMAGES



Recent French Tuesday Party for Carnival at La Piaggia. Photo credits Rolo Del Campo.

La Piaggia is serving up the Sunday Fun-Day, South of France style, with it's chic yet laid back atmosphere.

Guests can sip on the traditional house Rose wine and savor an assortment of dishes such as the **Le Filet de Boeuf au Porivre**, a 10 oz center cut beef tenderloin served with french fries, among others.

The norm for this St.Tropez inspired beach club is casual conversations to high-powered luncheons, more than likely in French, although not required. The exclusive beach spot, was founded by owner **Robert Pascal**, and has been around for 8 years. Pascal has managed to do a good job of keeping his turf low profile yet highly present on the South of Fifth hotspot radar screen.

Alex Maufroy, general Manager of La Piaggia, said he likes the word of mouth marketing that has kept La Piaggia a destination for jet-setters and prominent individuals over the years. "We are unique to Miami and we like to keep it exclusive," said Maufroy.

La Piaggia is open seven days a week for lunch with the bar closing anywhere from 5 to 8 p.m., depending on the day of the week, but the big day is Sunday.

"Sunday's have become a tradition," said Maufroy, "In just a few hours this place will fill up to 500 or 600 guests," he said. He was right, yet the open and

spacious design allows for a comfortable closeness. Come in for brunch with a group around noon and hang out until mid afternoon when the lunch crowd turns into affluent, A-list and local scenesters who stroll in one by one. Upon first entrance through the cottage-like door, the bold colors of yellow and orange from the umbrellas and table décor set amidst a sand floor, set the mood for sun and good times.

People-watching is keen around 4 p.m. as the bar starts to fill up. The manmade beach area with a saltwater pool is a great area to lounge and sunbathe. However, reading a book may be a little difficult with the vibe that this compact locale creates in just a few hours.

To get things started right, Maufroy recommends trying a little bit of everything and sharing since the portions are quite large. This may be the one aspect of American cuisine that is hard to cast away. But portion-control aside, The octopuses Carpaccio with lemon vinaigrette, and the sautéed calamari in a spicy tomato sauce are great beginners. The flavors are light, and not too spicy. The gratinee French onion soup and the La Chin Chin Chinese chicken salad with peanut dressing are other great options. Main entrées include traditional beef dishes served with french fries and Seabass. The menu also has a nice selection of Italian pasta to choose from for those who feel the beef may too heavy for a lunch affair. The Les Farouk de St Tropez, a spaghetti with fresh mussels and shrimp in a creamy curry sauce is one example.

Complete the meal with a fantastic dessert such as the La Tropezienne. It's a light tart cake with strawberry garnish that's airy and melts in the mouth. This cake served with a cappuccino or maybe another glass of Rose, is just the right ending to a great lazy Sunday.

While La Piaggia is only open for lunch, it can be booked for private parties during the evening hours. Recently, French Tuesdays hosted a private membership only Carnival Party where La Piaggia was transformed into a Brazilian festival. The chill in the Miami area quickly warmed up as patrons of the party packed in the space to drink and dance into the wee hours of the evening. Other recent events included a Ferrari sponsored event and a Bulgari sponsored event.

For more information on private events or restaurant reservations call 305-674-0647, or visit their website at www.Lapiaggiabeach.com. La Piaggia is located at 1000 South Pointe Drive.

Mamie Joeveer is a Miami local & blogger. Read more of her work [here](#) & follow her on Twitter [@mamiejoeveer](#)