



The Journal



How Pura Vida Miami Took Over Florida and Then the Big Apple

October 31, 2024 Miami FL. By Michelle Muslera. More than 11 years after opening in South Beach health food café Pura Vida Miami has taken over Florida and the Big Apple. Miami has seen an influx of New York City restaurants and cafés lately, but over the summer, a Miami spot did a switch-up and returned the favor back to New York City.

Pura Vida Miami, the healthy café chain that has taken Florida by storm with its all-day breakfast and signature pastel blue umbrellas, is making waves beyond its home base with an ambitious expansion into New York City.

The first step in this strategic push was the opening of Pura Vida Miami's first NYC location this past July in the bustling NoMad neighborhood, marking the beginning of plans to launch over ten new outposts across Manhattan by 2026.

This expansion is a significant milestone for Pura Vida Miami, which has grown rapidly since its tiny original café opened in South Beach in 2012. Now, what started as a local favorite has transformed into a lifestyle brand with more than 20 locations across South Florida.

A New York Expansion in a New York Minute
The New York move was a natural next step for cofounders and husband-and-wife duo Omer and Jennifer Horev, who have always envisioned bringing their signature healthy-minded food to a broader audience. But this is just the beginning—the Horevs have their eyes set on even more growth, including a West Coast expansion sometime next year.

The NoMad location, which opened in July, mirrors the Miami cafés with its chic design convivial vibes, and 60-seat outdoor dining space. The menu features superfood smoothies, cold-pressed juices, and raw organic açai bowls, with ingredients sourced from local purveyors like Apollo Bagels and Elmhurst 1925. "Our next New York location will be in Williamsburg, Brooklyn, slated to open at the end of October," co-owner Omer Horev shares with New Times. "Following that, NoHo is expected to open by the end of 2024."



Pura Vida's Oscartek Grab N Go Muro as an integral part of the design

Pioneers in Creating a Cohesive, Aesthetically Pleasing Environment

So, what sets Pura Vida Miami apart in a competitive market flooded with fast-casual, healthy food options?

According to Horev, it's a blend of elements that extends beyond just the food — and it's something they've been working on for more than a decade. "We didn't invent the healthy food segment, but we've created something unique by combining various aspects — healthy, vegan, and more — into one cohesive concept," he explains. Add to that the aesthetically pleasing designed interiors, which offer a calm and soothing respite from the daily grind, and you begin to see why Pura Vida has resonated so strongly with its customers.

The concept behind Pura Vida Miami was born out of a personal need. During a road trip from Orlando to Miami, Omer struggled to find healthy food options on the highway — a frustration that sparked the idea for a café where nutritious meals could be easily accessible. This experience has shaped Pura Vida Miami's growth strategy, driving their mission to provide quality food without compromising on taste or convenience.

The Horevs' approach seems to be resonating far beyond Miami.

Their rapid expansion into New York, with plans to adapt to the city's fast-paced lifestyle while maintaining the brand's core values, shows a keen understanding of market demands. "Customers value consistency and a commitment to high-quality ingredients and service," Horev notes. "Our challenge and opportunity is to deliver the same level of freshness and quality that Pura Vida Miami is known for while also embracing the unique energy and pace of New York."

Looking Ahead, One Avocado Smash Toast at a Time

As Pura Vida Miami continues to grow, it's clear that the brand is not just riding the wave of healthy dining trends — they're leading it. Other brands, like Carrot Express and Maman, have followed suit, expanding rapidly and underscoring the demand for nutritious and tasty options. Horev sees this as validation of their concept. "The growth of brands in the healthy dining and café space highlights the strong and increasing demand for nutritious options, validating the path we've pioneered in South Florida."

Looking ahead, Pura Vida Miami shows no signs of slowing down. With 1,000 jobs created across South Florida and New York, and plans for further national expansion, the Horevs are determined to make Pura Vida a staple for health-conscious diners coast to coast. "It's been incredibly rewarding to watch our company culture evolve and grow with the brand," Horev reflects. "We started with a simple idea in South Beach, and seeing how it has resonated with so many people across different communities — and now in a major city like New York — is truly humbling."

As Miami's dining scene continues to influence cities across the country, Pura Vida Miami's story is one of vision, adaptability, and commitment to quality — a Miami success story now making its mark on the Big Apple.

Pura Vida Miami. Locations in Florida and New York; puravidamiami.com.

New Refrigerants are (Almost) Here - What You Need to Know

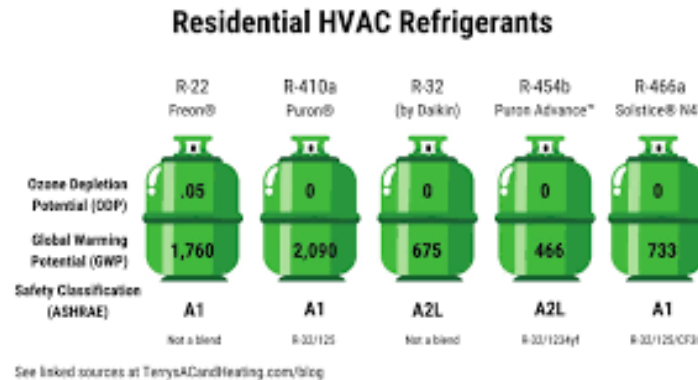
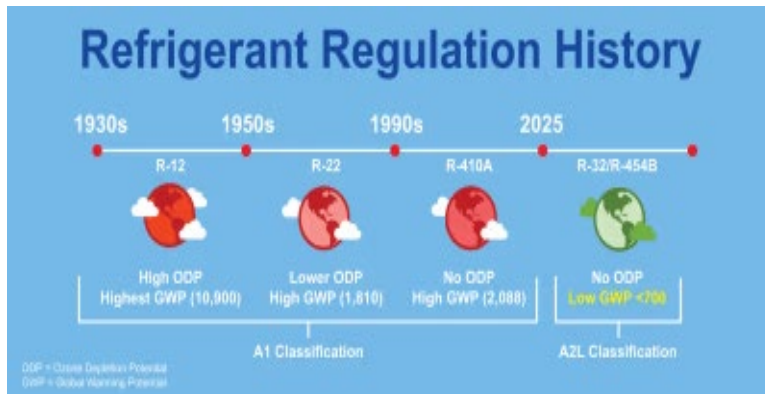
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The HVAC and refrigeration industry is beginning to transition to new refrigerants required by the American Innovation and Manufacturing Act of 2020, which gradually phases down the use of existing classes of refrigerants and establishes new requirements for the refrigerants used in air conditioners and heat pumps. The new class of refrigerants has a lower global warming potential than current ones.

As part of this transition, the U.S. Environmental Protection Agency (EPA) has set transition dates for new equipment required to use new refrigerants, commonly referred to as A2Ls.

Residential and light commercial air conditioners and heat pumps manufactured after Jan. 1, 2025, must use the new refrigerant. The equipment manufactured prior to this date has a one-year grace period to be installed — a Jan. 1, 2026, installation deadline.

For products that do not require field assembly, such as window air conditioning units, the rules establish the final date of sale as three years after the manufacture compliance date — a Jan. 1, 2028, sale deadline — without a compliance date for installation.



EPA is evaluating an extension of transition dates by one year only for Variable Refrigerant Flow (VRF) systems with capacities of 65,000 BTU/h (19 kW) or more. Existing air conditioning and heat pump equipment is not subject to EPA regulations and can continue to be used through equipment end-of-life. Components used for servicing and repair also are not subject to EPA regulation. The supply of R-410A, R-134a, and other refrigerants to meet servicing needs will remain available for the foreseeable future even as overall production and imports decline through the middle of the next decade, as was the case in prior refrigerant transitions in the 1990s and early 2000s.

How A2Ls are Different

All refrigerants are required to be classified by toxicity and flammability. A2Ls retain the same toxicity designation — non-toxic — as their predecessor (R-410A). However, the flammability has been reclassified as Class 2L (lower flammability), compared to Class 1 (no flame propagation) for R-410A.

A2L refrigerants require redesign of the HVAC equipment. It is important that home builders actively begin to plan for the transition, and engage with their suppliers and installers to ensure an adequate pipeline of equipment in the upcoming months and to avoid potential bottlenecks, delays and last-minute change orders. Each equipment manufacturer will have their own roll-out strategy and timeline, but these changes are imminent and will happen over the coming months.

To address the slight increase in flammability, equipment manufacturers are adding safety features to equipment, revising transportation and handling procedures, and updating installation instructions.

Primary mitigation measures for the building include:

Minimizing the risk of refrigerant leaks by requiring enhanced testing of refrigerant lines using both pressure and vacuum methods, requiring specific joint types, and requiring nail plates at framing members where lines running through, and

Controlling the refrigerant concentration in the building in a potential leakage scenario to levels below the flammability limit.

In many cases, equipment manufacturers will add a leak detection sensor installed in the air handler unit and programmed to activate the main fan to quickly circulate the air throughout the home to reduce refrigerant concentration. Other safety strategies can include the use of shut-off valves also activated by leak sensors and designed to limit the quantity of the refrigerant that can leak out. For systems without leak detection sensors, the quantity of the refrigerant in the system, including the lines, will need to be sized more carefully such that a refrigerant leak into the smallest space (e.g., bathroom) directly served by the system would not exceed the established concentration limit.

Additional documentation requirements include a permanent label on the equipment listing the company that installed the system and the weight of the installed refrigerant.

Although there are several A2L refrigerants approved for use, the primary two refrigerants that you should expect in the market are R-32 and R-454B. Each equipment manufacturer will specify which refrigerant is used for their equipment.

Multifamily Buildings

For multifamily buildings where refrigerant lines penetrate fire-rated floor assemblies, the building code may require that the refrigerant lines be placed in a fire-rated shaft or other fire safety measures be implemented. Developers should coordinate designs with their MEP firms. The shaft requirements can impact plan layouts and architectural designs. Information about the status of building codes regarding A2L refrigerants in each state can be found using this interactive map from the Air-Conditioning, Heating, and Refrigeration Institute (AHRI)

Centrally Ducted System vs. Mini Splits

Different mitigation strategies will be specified for centrally ducted systems vs. mini splits. Again, builders should reach out to their vendors for information and follow installation instructions to make sure all required safety measures are implemented so that concentration limits are not exceeded in case of a refrigerant leak.

Design Software

Software programs for sizing equipment and for energy modeling should use updated specifications for the new equipment with A2L refrigerants.

What Should Home Builders Do Right Now

Have a transition plan in place that achieves the following goals:

Coordinate a switch-over timeline with vendors and installers

Ensure a sufficient pipeline of existing equipment before the switch-over and new equipment after the switch-over (old and new equipment will not be compatible unless specifically stated by the manufacturer)

Coordinate with your mechanical system designer (for multifamily buildings, evaluate if a fire-rated shaft is required)

Make sure your HVAC contractor is knowledgeable on the new installation requirements and safety measures for the specific equipment that will be installed in your homes

Ensure that installation instructions are available from the manufacturer for the specific units to be installed in your homes

Coordinate between all involved parties throughout the process and establish a direct feedback loop

Building Code Updates

Information about the status of building codes regarding A2L refrigerants in each state can be found using this interactive map from the Air-Conditioning, Heating, and Refrigeration Institute (AHRI)

