TABLE TALK

THE BIG CHEESE

CHEF AND ENTREPRENEUR MARIO NAAR HAS A BOLD VISION FOR HIS GOURMET MARKETS

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MARIO NAAR OFFERS RARE CHEESES, ARTISAN SANDWICHES, CHARCUTERIE BOARDS, FINE WINES, GOLDEN GOAT CAVIAR, AND MORE AT CHÈVRE MIAMI.

Nestled under the historic banyan tree canopy along Coral Way, Chèvre Miami would be easy to miss if it weren't for its signature bow-tie-clad goat and the loyal following that has transformed this unassuming little shop into one of Miami's most sought-after culinary destinations.

Approaching the flagship boutique, I found myself smiling in anticipation of what I was about to discover. Morning condensation clouded the windows, offering only glimpses of the exquisite products lining the shelves within. Once inside, I was greeted by owner and founder Mario Naar, who walked me through the world of Chèvre, beginning with the name itself.

"Chèvre means 'goat' in French," he explains, adding that among Latinos "chévere" translates to having a great time. It's a playful connection that captures the essence of what he envisions for his brand, which is rooted in quality, provenance, and a commitment to showcasing exceptional products and the passionate artisans behind them.

His philosophy is reflected throughout the market, where every inch is packed with rare cheeses, fine wines, Golden Goat Caviar (of which he is a part owner), and gourmet products from around the world. But what began as a specialty cheese shop has evolved into a small culinary ecosystem, with a bakery producing Chèvre's signature Basque-style cheesecakes, a kitchen where much of the brand's culinary creativity comes to life, and Le Bibliothèque, a speakeasy-style space that hosts wine and cheese classes and tastings.

Naar is a culinary entrepreneur in constant motion, fueled by an ambitious vision for Chèvre and a genuine passion for the world he is building around it. "We're not really stores," he says. "We're positioning ourselves as a lifestyle brand."

That distinction matters. Chèvre has become known for bringing different worlds together, from culinary collaborations with New York's Prince Street Pizza and Miami's Coyo Taco to high-profile activations surrounding the Formula 1 Miami Grand Prix and the Miami Open. It's an approach that allows Chèvre to take exceptional ingredients outside of the confines of the shop and into unexpected spaces. That may be the secret to Chèvre's appeal: luxury without the stiffness. The experience is elevated, but it is never overly precious. Quality matters, but so does having a good time.

That ethos is already extending beyond Miami. Chèvre currently operates three locations, with plans for six more over the next two years and Palm Beach firmly on Naar's radar. "We have our eyes set on the Palm Beach market," he says. "It's going to be one of our next locations for sure."

The brand is already catering and creating events in Palm Beach, bringing its blend of luxury ingredients, playful hospitality, and culinary creativity north. So perhaps it's only a matter of time before Naar's viral Golden Glizzy hot dog or Le Truffe Royale burger makes its way up 95. And when it does, I suspect Palm Beach will be more than ready for the Chèvre experience. *(chevremiami.com)* ‹‹