



News: Brokerage

Posted: December 22, 2025

Naftali Group to bring Salt & Straw to 255 East 77th St.

Manhattan, NY Naftali Group will bring the Portland-based innovative ice cream shop Salt & Straw to 255 East 77th St., the firm's new residential tower on the Upper East Side. Salt & Straw will offer a variety of its artisan ice cream flavors at the new location, which is expected to open in spring 2027 on the ground floor of 255 East 77th St. Occupying 1,650 s/f of retail space along Second Ave., the forthcoming shop marks Salt & Straw's first store on the Upper East Side.

"We're pleased to welcome this forward-thinking brand to 255 East 77th St.," said Miki Naftali, chairman and CEO of Naftali Group. "Following our success with The Benson, The Bellemont and 200 East 83rd, we've seen the Upper East Side evolve into a dynamic culinary destination and we look forward to further enhancing the lifestyle with this new retail offering. With its intriguing menu and community-focused approach, we're confident Salt & Straw will be a great addition for our residents and the Upper East Side."

"At Salt & Straw, our dream began with a desire to create a community space where neighbors ran into one another, friends and family gathered, and everyone felt welcomed," said Kim Malek, co-founder and CEO of Salt & Straw. "When we opened our first shops in New York last year, the community embraced us in such a special way, and we're incredibly excited to bring our unforgettable ice creams to the Upper East Side and connect with the neighbors here. We're looking forward to deepening those connections and continuing to share our story with even more ice cream lovers across the city."

Founded by cousins Kim and Tyler Malek, Salt & Straw's ice cream is more than just a nostalgic treat, it offers an opportunity to build community amongst like-minded culinary artisans, tell compelling stories about the world around us, and make bold flavor choices. Flavors available at the new Upper East Side store will include perfected classics like Double Fold Vanilla and Sea Salt with Caramel Ribbons as well as unique creations such as Strawberry Honey Balsamic with Black Pepper. Dairy-free and gluten-free options will also be available. In addition to its outposts in the West Village and Upper West Side, Salt & Straw currently has locations in multiple states, including California, Florida and Oregon.

Rising 500 ft. on the corner of Second Ave. and 77th St., 255 East 77th St. represents a new generation of Upper East Side living. The ground-up condominium tower features exterior architecture and residential interiors by the Robert A.M. Stern Architects, and a collection of indoor-outdoor amenities by Yabu Pushelberg, the leading interior design firm celebrated for its work in the high-end hospitality space. The building has 62 residences, ranging from two to seven-bedroom homes, including half-floor, full-floor, and penthouses, views of Central Park, and amenity spaces. Encompassing multiple floors of the tower, amenities include a 75-ft. swimming pool overlooking the skyline, recording studio, private cinema, multi-sport simulator, and more.

255 East 77th St. is near Central Park and Carl Schurz Park.

Construction at 255 East 77th St. is well underway, and completion is slated for late 2026.



<https://nyrej.com/naftali-group-to-bring-salt-straw-to-255-east-77th-st>