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## (En)Counter

### New OXXO store caters to downtown Miami professionals

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HOLLYWOOD, Fla. — [OXXO Care Cleaners®](#), which describes itself as an environmentally-friendly garment cleaning franchise, recently opened it's newest store located at 243 NE Third Avenue, in downtown Miami, Fla., the firm reports.



“Our Brickell location is booming,” says Salomon, Mishaan, CEO of OXXO Care Cleaners, describing his other store in the financial district north of downtown Miami, “so it was logical to continue to cater to the

similar downtown market.”

Mishaan relates that: “Miami professionals truly value our ‘We Care’ philosophy coupled with innovative equipment, quality, and use of **GreenEarth® Cleaning**,” which uses liquid silicone in place of petrochemicals.

“This market,” he continues, “particularly appreciates the 24/7 ATM drop-off and pickup as well as our at-home delivery service.”

Jose Guillermo Leon Castellano, downtown Miami store owner, says: “We are so excited about opening downtown. We saw a need for a new cleaning service — there were no other dry cleaners in downtown like ours and, in fact, only two traditional ones.”

Castellano explains: “Our Brickell sales results have been impressive and we are confident it’s because Miami’s professionals appreciate our unique offering and free delivery. Within the downtown, we are also targeting executives at offices and condos.”

Castellano’s family owns three other successful company franchises, the firm points out, located in Coral Gables, Palmetto, and Brickell, and, “He is the visionary for the downtown project.”

Castellano emphasizes how important knowing his customers is and says: “My strategy is very personalized — my team actually goes door to door to explain OXXO’s benefits. People love learning about our unique brand.”

The company says its Miami customers are drawn to the unique combination of services offered, including on-premises hand ironing. “People truly like the familiarity of OXXO franchisee owners and the high-end drycleaning experience. We’re very excited about amplifying our services downtown,” says Castellano.

Mishaan notes: “We are confident that the personalized service and experience we will offer in downtown Miami will continue to drive loyalty for our brand throughout the region.”