

Cotton

COTTON BEACH CLUB • THE 2027 REFRESH

Cotton

IBIZA

A NEW CHAPTER

The 2027 Refresh



Cotton is being re-wrapped, not reinvented. The same soul, the same address on the same cove, seen fresh.

For twelve years Cotton has meant one thing above all others. Openness. Warmth. The particular feeling of being fully alive by the water, with the light coming off the sea and the day stretching ahead of you. That is what people have come back for, season after season, and that is precisely what this new chapter protects.

What changes is everything around the feeling. A venue can be loved for a very long time and still, quietly, begin to ask for a fresh breath. After twelve seasons Cotton is ready for one, and so are the people who have made it theirs. This is that breath. Not a reinvention, not a departure, but an elevation, carried by two ideas that belong together.

THE COLOUR

Cotton has always been white, open and clean, with natural wood warming every corner. That palette built the brand and it stays. What joins it now is a single new signature colour, a soft powder blue drawn straight from the sea below the terrace on a still morning. It is the exact tone of the water on a calm day, and that is the entire idea.

The blue moves quietly through the room. It arrives in the linen and the tableware, in cushions and small details, and it settles into the floor itself, where wood now meets tiling in the same tone underfoot. Nothing is loud. Nothing shouts for attention. And yet the whole venue shifts. The white feels cooler and calmer, the light feels clearer, and the space reads as more premium, more grounded, more considered than before. It is the sea, brought indoors.

This is a small change with a large result. Cotton feels re-wrapped and genuinely fresh, and remains, unmistakably, Cotton. The guest of twelve seasons will feel the difference within moments of walking in, and will recognise the place completely.





THE KITCHEN

Cotton's cuisine is Mediterranean at heart, and it stays there. What sharpens it now is a clear and confident point of view, brought by Øivind Dalelv, an internationally recognised Norwegian chef who has already cooked with Cotton, at a pop-up in Sardinia that showed exactly what this direction can be.

The world has grown smaller, and Norway is having a genuine moment, carried by a run of success across football, tennis, golf, cycling and more. Norwegian seafood reads now as a mark of quality that needs no explanation. Cotton brings that quality to the Mediterranean table. Cold-water fish and seafood of an uncommon standard, plated cleanly and without fuss, surrounded by generous Mediterranean sides that do the flavour work around mains of real character. It is a Norwegian breath through a Mediterranean kitchen, and it is nothing other than a fresh, positive gust of air.

Øivind leads all the recipes and sets the standard across Cotton. He trains the teams so the level holds when he is not on the pass, and he returns to Ibiza and the other venues through the season to keep it honest. Because the recipes and the training are the real asset, the direction can travel wherever Cotton goes. What lands on the plate is simple to describe and hard to forget. Cold-water quality, met by Mediterranean sun.

HOW IT COMES TOGETHER

The colour and the kitchen tell one story. Cool, clear water and clean light. Powder blue against white. Fish from cold seas, plated with precision and warmed by everything Mediterranean around it. The room and the food reach for the same feeling, and that is what makes this a single new chapter rather than two separate changes.

For the guest who has come for twelve seasons, Cotton will feel like a new venue to walk into, and like the place they have always loved. For everyone arriving for the first time, it is a Mediterranean lifestyle destination with a taste and a point of view entirely its own. Same soul. Re-wrapped. Fresh.







THE NEW MENU

25 dishes - Nordic hands, Mediterranean soul

The idea in one line

A Norwegian world champion cooking the Mediterranean's own products with more discipline than the Mediterranean currently bothers with - and bringing three things from home that nobody else on this coast has: raw fish technique, cured fish, and brown butter.

Not fusion. The Med leads. Norway shows up in the details.

What we are deliberately doing

Killing the word "sushi." It carries a decade of expectation we no longer want to meet. The section becomes RÅ - Norwegian for raw. Three letters, unowned on this coast, and it makes the chef's nationality the reason the section exists rather than an odd fact in the press release.

Winning the paella on technique, not creativity. A Norwegian chef will not out-invent a Valencian. He can absolutely out-execute the coast on product and discipline - which is exactly what most restaurants here quietly stopped doing.

Building for tables, not covers. Four mains are designed for two or more people. Average spend rises without a single price going up.

Protecting what already wins. Salt-baked seabass and the croquetas stay. Never delete a dish that's paying rent - change it instead.



STARTERS (8)

RÅ

1 • Carabinero nigiri Torched, brushed with its own head butter. The head arrives alongside as a warm shot of juice.

This is the most photographed dish on the menu and it is also the first appearance of the carabinero, which we then use twice more. One box of prawns, three dishes, no waste.

2 • Nigiri - carabinero, and today's selection By the pair.

3 • Sashimi of the day

Two rotating lines let us buy what's genuinely good that morning instead of committing in print. But rotating dishes never become the thing someone drives forty minutes for - which is why slots 1 and 4 are fixed and named.

4 • Potetlefse & cured salmon Aquavit-cured salmon, crème fraîche, dill, trout roe. Four to a plate, made to share.

Norwegian potato flatbread. Same format as a blini, completely ownable, and it puts the chef's story on the plate. Add oscietra as a priced upgrade.

Off-menu, always available: oysters with cava-piparra mignonette, and a tiered plateau. Kept off the printed page on purpose - a spoken recommendation converts better than a printed line, and it keeps the bar looking alive.

FROM THE FIRE

5 • Octopus a la brasa Potato confit, pimentón de la Vera, whipped smoked cod roe.

6 • Peak tomatoes Garum-cured tomato tartare, Ibérico fat vinaigrette, basil, grilled sourdough.

Tomato as the hero rather than the garnish is one of the few genuine trends worth riding. It only works between June and September - take it off in winter rather than serve it badly.

7 • Charcoal aubergine Tahini, pomegranate, za'atar crisp.

Our Levantine hook and the only vegan line on the menu. Portion it generously so it can also be ordered as a shared main - one dish solving two commercial problems.

8 • King crab & jamón croquetas Six to a plate.

Kept because it sells. Reviewed at the first menu change - it's the least distinctive line in the section, and a properly made gilda plate arriving with the first drink would tell Spanish guests within ninety seconds that we understand where we are.

MAINS (8)

RICE

9 • Arroz de carabinero Whole prawns. Minimum two people. 35 minutes.

Cleaned at the table, on request.

Guests ask us for this constantly at Cotton. Turning a repeated request into a service is free demand.

How it runs: the prawns arrive whole on the rice and are presented. Then we ask - every time, never assume. Some guests want the ritual themselves, and the asking is what makes it feel like service rather than interference.

Non-negotiables: gueridon trolley, warm plate, finger bowl, hot towel. Heads pressed back over the socarrat in front of the guest so the cleaning reads as cooking, not tidying. Budget two minutes per pan - if a service is running more than six, we need a dedicated runner or the offer quietly disappears. Decide that before launch, not during.

10 • Arroz meloso de bogavante Soupy, spoon-eaten. Deliberately a different texture and a different guest to the paella - the two do not compete.



The paella locals actually come for

Everything below is non-negotiable or we shouldn't put a rice on the menu at all.

- Bomba or Calasparra, nothing else
- Fumet from this morning's heads and frames, including the carabinero heads
- Sofrito cooked 45 minutes minimum
- Real saffron
- Wide thin pan, one grain deep
- Never stirred
- Cooked to order, rested five minutes
- Socarrat scraped tableside, in front of them
- No chorizo. Ever.

Hire a Spanish arrocero. The chef designs the rice; a local owns the fire. Spaniards can taste the difference between a rice cooked by someone who grew up with it and one that was learned, and that difference is the entire proposition.

Proof mechanics: print the boat name and the lonja on the menu. Run an arroz del día at a fair price, Tuesday to Friday lunch. Invite the local rice people in before launch. Word travels faster on this coast than any advertising.

FROM THE SEA

11 • Salt-baked seabass, for two Juniper, dill and fennel salt crust, baked in the charcoal oven. Cracked and filleted at the table. **Served in two acts:** fillets with brown-butter refrito and sea buckthorn - then the collar and cheeks return, grilled, with mojo verde.

The winner, reinvented. We keep the ritual exactly as it is, because the ritual is why it wins. We change what's inside the crust: Nordic aromatics, charcoal smoke, and a second service that doubles the perceived value from the same fish. This also removes the whole turbot from the menu - same theatre, same guest, same price point, and running both would weaken both.

12 • Bacalao a la brasa Pil-pil, piquillo, confit garlic. His fish, their sauce.

13 • Monkfish a la brasa Ajo blanco, charred leek, almond.

FROM THE LAND

14 • Dry-aged chuleta, Rubia Gallega, for two Smoked salt, charcoal-roasted peppers.

15 • Eight-hour lamb shoulder Honey-harissa, yogurt, flatbread. For the table.

16 • Ibérico presa Mojo verde, grilled apricot.

Open issue: no vegetarian main. In 2026 this costs whole bookings, not single covers. Minimum fix - offer the charcoal aubergine in main size. Better fix - an arroz de verduras de temporada, same pan, same discipline, so that one vegetarian in a group of six no longer vetoes the rice for everybody.

SIDES (5)

17 • **Bravas 2.0** - pressed potato terrine, brava emulsion, aioli

18 • **Fried artichokes** - anchovy aioli, lemon

19 • **Charred hispi cabbage** - brown butter, anchovy, hazelnut

20 • **Charcoal-roasted leeks** - romesco, crispy shallot

21 • **Socarrat crisps** - crackers made from the rice pan, aioli, bottarga

Twenty-one is the sleeper. It costs almost nothing, uses a by-product, and it advertises the paella to every table that didn't order one. Expect it to outsell the rest of this list.

DESSERTS (4 – all sharing)

22 • **Torrija** - caramelised, burnt-cream ice cream, salted milk

23 • **Cheesecake, cloudberry & brown butter** - the Nordic fruit is what earns an otherwise ubiquitous dish its place

24 • **Chocolate, olive oil & Maldon tart** - olive oil ice cream

25 • **Norwegian Alaska** - meringue-shelled, flamed tableside with aquavit

A seasonal granita goes out free as a palate closer. Costs pennies, remembered for years.

Why 25 dishes is survivable on a Saturday

The menu only works because the same products keep reappearing.

<i>Product</i>	<i>Feeds</i>
Carabineros	Nigiri · paella · stock
Fish frames & heads	Fumet · pil-pil
Brown butter	Lefse · cabbage · seabass · cheesecake
Anchovy aioli	Artichokes · cabbage
Rice pan by-product	Socarrat crisps
Charcoal grill	Octopus · aubergine · seabass · monkfish · leeks · cabbage · chuleta

Seven dishes hang off one grill. Three off one box of prawns. That's what makes the scale possible.

Trends: ride these, avoid those

Ride - live-fire and charcoal cooking · whole fish for two · Levantine crossover (tahini, harissa, za'atar, sumac) · conservas and gildas · garum and fermented seasoning · tomato as hero · sharing lamb shoulder

Avoid - burrata anything · truffle oil · deconstruction · plain Basque cheesecake

All four now read as last decade, which is precisely the problem this menu exists to solve.

Before launch

1. **Decide the vegetarian main.** Non-optional.
2. **Hire the arrocerero.** The rice claim collapses without one.
3. **Buy the gueridon** and drill the carabinero clean, timed, at volume.
4. **Cap the theatre.** Two tableside moments per room per night - the seabass crust and the Alaska, plus the carabineros where ordered. More than that and none of it feels special.
5. **Price so the paella looks conspicuously fair.** RÅ carries the margin. The rice carries the reputation.
6. **Invite the locals in before you open the doors.** If the Spanish rice people approve, everything else follows.





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