IBIZA

COTTON BEACH CLUB 2027

A New Chapter



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After twelve seasons, Cotton Beach Club is being refreshed, not reinvented. The feeling guests return for stays exactly the same: openness, warmth and the light coming off the sea. What changes is everything around that feeling. In 2027 the beach becomes more comfortable, the room takes on a new signature colour, and the kitchen gains a clear point of view.

What changes from today

	Today	From 2027
Beach facilities	Guests arrive ready for the beach	Private changing cabins, showers and lockers, so guests can arrive from anywhere and stay all day
The look	White and natural wood	White and wood, joined by a soft powder blue in the linen, tableware, details and a new tiled floor
The kitchen	A Mediterranean menu	A Mediterranean menu with a Norwegian point of view, led by chef Øivind Dalelv
Raw fish	A sushi section	RÅ, a raw bar built on Norwegian technique and cured fish
At the table	Dishes ordered plate by plate	Whole fish, rice and large cuts made to share, with tableside moments
Best-seller	Salt-baked seabass	Salt-baked seabass stays, reworked with Nordic aromatics and served in two acts











A complete beach day

Today, a guest at Cotton needs to arrive ready for the beach. From 2027 they will not. New private changing cabins, showers and secure lockers mean guests can come straight from town, a boat or the airport, change in comfort, swim, shower, and move from the sunbed to lunch and on to sunset without leaving.

This is the standard guests now expect from the best beach clubs in the Mediterranean. It turns a visit into a full day, and a full day at Cotton is worth more to the guest and to the business.





A touch of blue

White and natural wood built the Cotton brand, and they stay. One new signature colour joins them: a soft powder blue taken from the sea below the terrace on a still morning. It runs quietly through the linen, the tableware, the cushions and a new tiled floor where wood meets tile in the same tone.

Nothing is loud, yet the whole venue shifts. The space feels calmer, cooler and more premium. A guest of twelve seasons will notice the difference within moments, and still recognise the place completely.















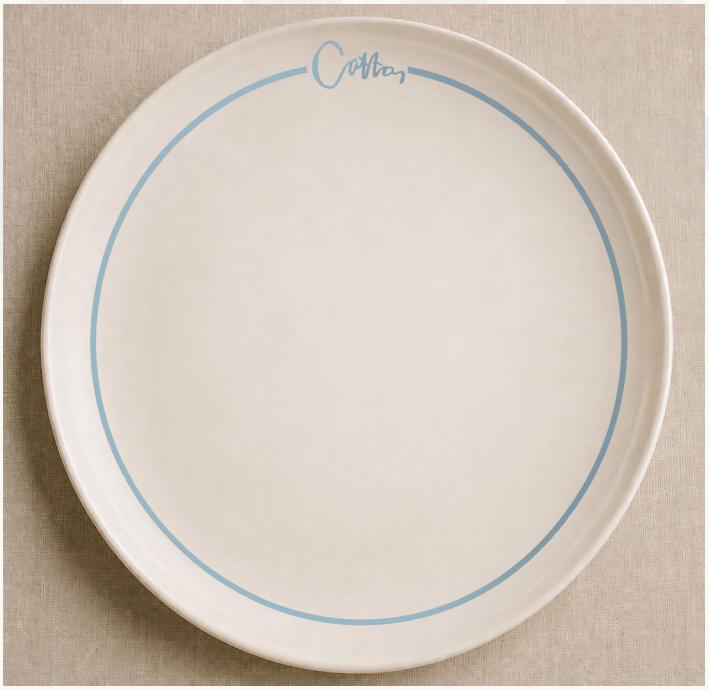












A new kitchen and menu

Cotton's cuisine stays Mediterranean at heart. What sharpens it is Norwegian chef Øivind Dalelv, who has already cooked with Cotton at a pop-up in Sardinia. The Mediterranean leads and Norway shows up in the details: cold-water seafood of uncommon quality, raw and cured fish, and brown butter.

The new menu has twenty-five dishes built around the charcoal grill and the sea. The sushi section becomes RÅ, Norwegian for raw. Rice is cooked the way the island expects, with a Spanish rice specialist at the fire. Whole fish, rice and large cuts are made for the table, and the desserts are made to share. Øivind writes every recipe and trains the teams, so the standard holds when he is not in the kitchen.

New on the menu

Eight signature products arrive with the 2027 menu, each served with a range of house-made sauces:

- **Morel mushrooms**
- **Norwegian shrimp**
- **Fresh carabineros**
- **Cured salmon**
- **John Dory**
- **Seabass baked in salt**
- **Japanese Wagyu**
- **Mojama, the "ham of the sea": cured tuna**

And one tomato worth ordering on its own: the **Rosa de Barbastro** from Aragón, widely regarded as one of Spain's finest. Large, sweet and thin-skinned, with very little acidity, it is at its best from July to October, exactly Cotton's high season. Served simply, with olive oil and salt.





Why it matters commercially

• **Longer stays, higher spend.** Changing cabins, showers and lockers keep guests at Cotton from the morning swim to sunset, across the beach, the restaurant and the bar.

• **A stronger case for premium pricing.** Better facilities and a more premium look support the sunbed and minimum-spend levels set in the 2027 budget.

• **Higher spend per table, not higher prices.** Four mains are made for two or more guests, so the average bill rises without raising a single price.

• **A lean kitchen.** The same products and one charcoal grill feed most of the menu, keeping waste and cost down at volume.

• **A kitchen that travels.** The recipes and training belong to Cotton, so the same standard can open in Zakynthos, St. Moritz and London.

Same soul. Re-wrapped. Fresh. For the guest who has come for twelve seasons, Cotton will feel new and like the place they have always loved.















FOR MORE INFORMATION PLEASE CONTACT:

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