



## The Avery: Talking Points

Review and internalize these ideas. When in conversations about the project, stay true to the ideas as you repeat them in your own words. Whenever possible, refer to the concepts below. The more disciplined everyone is in how they discuss the project, the more success The Avery and its team will enjoy.

- The Avery is a unique project. It comes from a singular vision that has been built piece by piece by Cal and Ashley Elliott and incorporates a building that has been a part of Boise for more than 100 years.
- People will remember this place long after they have visited.
- The Avery is the Elliotts. They own the building. They built the concept, designed the floor plans and created the atmosphere from the linens to light fixtures is why it will always be special. This is their dream, fully realized.
- This is Boise's history being planned, renovated and preserved by locals.
- You will get the experience you want at Avery and Tiner's Alley. It can be a quick meal on a whim at a communal space. It can be a snack and a beer at the bar. It can be a meal worthy of a life accomplishment. What all those experiences will have in common is the best food in the valley accessible to everyone in the Treasure Valley.
- The Avery not only brings back the most famous bar in Boise's history, it brought in a cousin from the same era for a total of two extraordinary pieces from the same era this building was constructed.
- The Avery is going to have exceptional food prepared by a Michelin-Star winning chef. The Avery will not be pretentious or exclusive. Simple, perfect dishes will be within the reach of everyone.
- Grand opening is August 1. We're proud of how well we've honored the Bouquet and everything that came before it. Come see for yourself!
- This is renovation and restoration done right. The Elliotts collaborated with historical preservation groups in the Valley to make sure The Avery honored and preserved everything it could.
- The Little Pearl Oyster Bar provides yet another experience for guests of the hotel or for locals who want a bit of Champagne with fresh oysters, gorgeous house cocktails or a choice of lobster rolls. It will continue to thrive as an extension of The Avery.