



MEDIA RELEASE - BACKGROUND JULY 2022

My wife Hollis and I established the venue way back in 2014. It was initially set up to pay homage to the bars and restaurants we loved back in her home state of Mississippi – big on bourbon, live music, and great food.

We've had a lot on our plates in recent years – setting up gin gin on New Regent Street, relocating and renovating a historic 110-year-old church at our property in Queenstown (see @waikakachurch on Instagram), and having a couple of kids!

Late last year we dabbled with selling the venue after having the Covid blues but ultimately, we got re-inspired to give the place a new lease on life, so we closed it down in January this year and reopened in mid-April with a fresh look and approach. We are so glad we did!

We knew we had some weaknesses with the business: we consistently got fantastic reviews on our food, but most people did not realise we were a restaurant as well as a bar, and the venue needed some love as it was worn down and tired.

We have a new mantra now: “come for the food, stay for the music!”.

We renamed the venue “Boo's” as that was what people called it anyway. We added a 120-year-old piano into the bar which is played most nights by musicians. It's really taken off and the patrons love it. We've added another couple of hundred bottles to the whiskey range, with tasting boards and weekly specials. We have also added an off licence so people can buy takeaway wine and whiskey from the bar, which the locals are loving.

We also brought our manager into the business with us. We've always been blessed with having a great team around us and we really wanted to give them the opportunity to have skin in the game. So, when you come into Boo's, you're dealing with the owner, Mike. He is the most unassuming bartender in Christchurch and our locals know how exceptional he is.

We've kept all the good things about Boo's, like the open mic night on Wednesday, and worked on the things we needed to do better. Our food menu brings back the most popular dishes over the past 8 years, as well as a few new additions.

We couldn't be happier with how trade has been since reopening and all the amazing feedback and support we have had from our old locals and the new ones who have made us their spot in the Central City.

Contact

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