

AVA social

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AVA Social by Charlie Palmer Collective to Debut at Archer Hotel New York



Editorial photos available at AVASocialPR@mower.com

New York, N.Y. – Feb. 4, 2020 — There's a new muse on the New York fashion scene. **AVA Social**, a chic restaurant and lounge by Charlie Palmer Collective, will debut at [Archer® Hotel New York](#) on Saturday, Feb. 22. AVA Social reflects the lively pulse of its Fashion District setting, mingling expertly crafted bar food and cocktails in warm, stylish surroundings that invite conversation and sharing.

“AVA Social answers consumers’ craving for a comfortable, welcoming place to connect over uncomplicated, outstanding food and drinks,” says Charlie Palmer, renowned master chef and entrepreneur. “We can think of no better location to introduce this new concept than Archer, with its unmatched creative vibe, authentic hospitality, and setting in the heart of New York’s fashion world.”

This fresh concept evokes the spirit of AVA, imagined as a stylish every-person who approaches work, friendships and relaxation with equal parts zeal and zest. Favorite cocktails are creatively crafted, and food, casual and fabulous.

Palmer’s hallmark Progressive American cooking is at the core of AVA Social’s eclectic, no-fuss menu. Signature presentations include house-made dips, pull-apart warm mozzarella and tomato, a calzone sized for sharing, and grilled skewers of steak, chicken, shrimp, lamb kefta or vegetables with house dipping sauces. Sweets range from house-made soft serve ice cream with assorted toppings to an adult spin on “milk and cookies” that pairs warm chocolate chip cookies with a white Russian.

AVA Social’s fashion-forward craft cocktails range from a Oaxacan Negroni (Montelobos mezcal, Campari, Cinzano 1757 Rosso vermouth) to the Up to Date (Wild Turkey 101 rye, Lustau amontillado sherry, Grand Marnier Louis Alexandre, and angostura bitters). These share the drinks menu with an extensive list of wines by the bottle at two simple price points—\$35 and \$55, as well as by the glass.

Anchored by a substantial, rectangular bar, AVA Social’s design offers a seamless flow from Archer’s open-air lobby to AVA’s open kitchen, drawing in neighbors and out-of-town guests to engage and unwind. Five distinct spaces—the Main Bar, Lounge, Alcove, Lobby Bar and Patio—create inviting environments for everything from first dates to meals shared with a few close friends to larger social gatherings. The atmosphere is both relaxed and lively, with a mix of low, comfortable lounge seating and bar seats. The

space is dressed in warm velvet draperies and walls punctuated with large-format fashion photos. The palette is rich and tonal and the lighting soft and strategic.

AVA Social is open for lunch, dinner and late-night cocktails. Hours are 11 a.m. to 11 p.m. Sunday through Thursday and 11 a.m. to 12 midnight Friday and Saturday. From 3 to 5 p.m. service is limited to The Main Bar, and a late-night menu is offered from 10 p.m. until closing.

About Charlie Palmer

Since the beginning of his celebrated career, master chef, hospitality entrepreneur and hotelier Charlie Palmer has received critical acclaim for his signature Progressive American cooking, a style built on rambunctious flavors and gutsy combinations with a deep and lasting infusion of classical French technique. Aureole, his award-winning fine dining restaurant now in its 32nd year, sits at the head of the Charlie Palmer Collective of more than a dozen restaurants and two rooftop bars. Palmer is an admired and respected hospitality industry veteran and business leader. The James Beard Foundation named him “Best Chef in America” in 1997 and welcomed him as a member of their illustrious “Who’s Who of Food & Beverage in America” in 1998. A frequent guest on NBC’s Today Show, Bravo’s Top Chef, The Rachael Ray Show and more, Palmer is also the author of six cookbooks, and a devoted father and husband. For more information, visit charliepalmer.com

About ARCHER

[Archer® Hotel](#) is a boutique collection with a focus on sincere service, curated luxuries and a dedication to details big and small. With properties in sought-after cities and carefully selected suburbs, the hotels are designed to feel like welcoming residences, each with distinct nod to the destination they call home. The hotels consistently rank in the top spots on trusted review sites based on guest feedback, with a strong theme of exceeding expectations. Archer New York came in at #10 of 15 of top hotels in New York City in the [Travel + Leisure World’s Best Awards](#).

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