



CELEBRATING THE FRIDAYS FEELING

- Reopening for in restaurant dining from 6th July, Fridays is going back to its roots and focusing on what it is famous for
 - A simplified and enhanced menu sees classic dishes return using top quality ingredients and iconic cocktails full of energy & theatre
- The exciting changes will be introduced at six specially selected restaurants around the UK with some elements immediately introduced across the rest of the estate

25TH June 2020: Fridays is set to re-open its doors for in restaurant dining at 66 locations on Monday 6th July and will reveal a fresh new brand. The exciting changes will be showcased at six specially selected restaurants, dubbed 'Famous at Fridays', with elements introduced across the rest of the estate.

Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feel like a Friday. Over 55 years later, it's making Fridays famous again and proudly celebrating its unique heritage.

Its simplified menu will include the triumphant return of Pot Stickers and the classic Cobb Salad as well as Loaded Potato Skins, which were invented by Fridays, and are now bigger and better than ever before!

An investment and upgrade in quality, fresh ingredients and a focus on provenance are core to the new menu. Initially at six locations, Fridays is proud to offer beef which is certified Scotch and has been grass fed on quality assured farms throughout Scotland. Steaks are hand-selected by its master butchers to ensure they are exceptionally tender and flavoursome.

Fridays has simplified its cocktail menu and re-introduced some classics, all served in elegant glassware and garnished with flare by expert bartenders. Whether guests are in the mood for a timeless Negroni, a playful Aperol Spritz, or an indulgent Espresso Martini, Fridays has something for every occasion.

These exciting changes will be introduced at six specially selected restaurants around the UK, chosen for their geographical spread, iconic bars and city centre locations. The Famous at Fridays restaurants include Covent Garden, Leicester Square, Birmingham Hagley Road (the first Fridays in the UK launched in 1986), Nottingham, Manchester Royal Exchange and Glasgow Buchanan Street*.

Fridays was built around the excitement and expectation of a Friday and never has the Fridays Feeling been more important.



Whether you're out for a date, girls night or a family dinner, you'll get that Fridays Feeling, no matter what day of the week or time of day.

Robert B. Cook, Fridays CEO, says: *"It feels great to be able to welcome our guests back into our restaurants from Monday 6th July and be able to give them that memorable Fridays experience.*

"Our new Famous at Fridays restaurants take us back to what we are famous for. We have invested in the return of classic dishes made with quality ingredients, re-energised bars full of energy & theatre, all of which will be complemented by consistently brilliant and iconic Fridays service and spirit of generosity.

We can't wait to safely welcome our guests back through our doors."

While restaurants have been closed for in-restaurant dining during lockdown, Fridays favourites including a new range of Cocktails At Home, have been available through its innovative Click & Collect and home delivery services, which will continue when the restaurants re-open.

With Click & Collect and delivery services adhering to their stringent COVID-19 safety management control measures which were applauded by industry, Fridays will be implementing the same strict safety measures for in restaurant dining to ensure that teams and guests remain safe, details of which can be found on their website.

ENDS

*Restaurants will be re-opening on July 6th in England. Reopening plans for restaurants in Scotland and Wales to be announced soon.

NOTES TO EDITORS

About Fridays:

Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feel like a Friday. Over 55 years later, we're making Fridays famous again and proudly celebrating our heritage with simple, freshly made to order dishes with top-quality ingredients, vibrant new and classic cocktails full of energy & theatre, all handcrafted by our expert bartenders. All of which is complemented by consistently brilliant and iconic Fridays service and spirit of generosity.

Whether you're out for a date, girls night or a family dinner, Fridays is here to help bring that Fridays Feeling, no matter what day of the week or time of day.

Fridays is a proud member of The Responsible Business Recovery Forum (RBRF). The RBRF is a membership body of Out of Home food and drink operators and suppliers. The group's objective is to collaborate to aid an efficient, industry-



wide recovery, in the aftermath of COVID-19 whilst anticipating future trends. A community of progressive businesses learning and sharing for past, present and the future.

Get that Fridays Feeling all day every day -



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