



BRILLIANT BUTCHER'S BOXES

FRIDAYS LAUNCHES PREMIUM MEAT DELIVERY SERVICE

- Fridays is launching 'Butcher's Boxes', available to order for home delivery from 21st July
- Starting from £75, each box contains generous portions to be enjoyed on the BBQ or under the grill
 - All steaks within boxes are quality assured and certified Scotch



(Fridays At Home logo)

21 JULY 2020: Fridays has launched [The Butcher's Box](#), a delicious selection of premium meat delivered direct to fans' doors as part of its Fridays at Home range.

There are three Butcher's Boxes to choose from – The Famous, The Signature and The Legends - with each box containing generous portions, enough for several meals, and to be enjoyed all year round at home, either outside on the BBQ or under the grill.

Mouth-watering, slow-cooked marinated baby back pork ribs, Cumberland & BBQ sausages are delivered with cooking and care instructions to give the true Fridays experience. As are burgers made using Fridays own recipe of a perfect blend of prime cuts of brisket & chuck steak from British and Irish farms.

Comprising the highest standard meat, the Famous and Signature Butcher's Boxes also include PGI certified Scotch 12oz Ribeye Steaks or 10oz Sirloin Steaks. Each steak has been 28-day aged and hand-selected to ensure an exceptionally tender and flavoursome cut. The beef has been grass fed on quality assured farms throughout Scotland and Fridays is a proud member of The Scotch Beef Club, endorsed by Quality Meat Scotland.

Speaking about the launch of The Butcher's Boxes, Fridays CEO, Robert B. Cook, said: *"Over the last few months we've been working tirelessly to bring the Fridays Feeling to our fan's home through our Click & Collect and delivery services. We are excited that Butcher's Boxes are the latest addition to the Fridays at Home range."*



“We have made a significant investment in the quality of our meat, which our guests will be able to cook to perfection. Each box contains an accompanying brochure which includes essential care, preparation and cooking information to give them the full Fridays experience.”

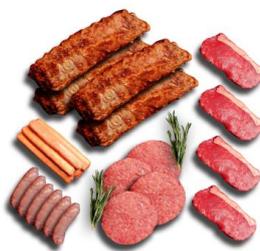
Starting from £75, guests can order their Butcher’s Box by visiting the [Fridays website](#), and selecting a delivery slot.* Boxes will arrive frozen to ensure quality and allow recipients to choose how much to defrost at once as there is enough for several meals.



The Famous Box

- **4 x 12oz Ribeye Steaks:** Certified Scotch steaks with a tender texture and a generous amount of marbling.
- **4 x Racks of Classic Ribs:** Slow cooked and marinated.
- **12 x Sausages:** 6 x Cumberland Sausages, 6 x BBQ Sausages.
- **4 x 6oz Burgers:** Our own recipe using a perfect blend of prime cuts of brisket & chuck steak.
- **3 x Sauces 150g servings:** 1 x Legendary Glaze, 1 x BBQ sauce, 1 x Bourbon Peppercorn sauce.

£95



The Signature Box

- **4 x 10oz Sirloin Steaks:** Certified Scotch steaks with a well distributed marbling which results in a buttery texture that simply melts in the mouth.
- **4 x Racks of Classic Ribs:** Slow cooked and marinated.
- **12 x Sausages:** 6 x Cumberland Sausages, 6 x BBQ Sausages.
- **4 x 6oz Burgers:** Our own recipe using a perfect blend of prime cuts of brisket & chuck steak.
- **3 x Sauces 150g servings:** 1 x Legendary Glaze, 1 x BBQ sauce, 1 x Bourbon Peppercorn sauce.

£85



The Legends Box

- **4 x Racks of Classic Ribs:** Slow cooked and marinated.
- **24 x Sausages:** 12 x Cumberland Sausages, 12 x BBQ Sausages.
- **8 x 6oz Burgers:** Our own recipe using a perfect blend of prime cuts of brisket and chuck steak.
- **2 x Sauces 150g servings:** 1 x Legendary Glaze, 1 x BBQ sauce.

£75

ENDS

*Order by midnight on Monday for delivery the following Thursday-Friday. First available delivery on 30th July.

NOTES TO EDITORS

About Fridays:

Fridays first opened in New York in 1965 with flowing cocktails and charismatic bartenders making every night feeling 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 the Fridays Feeling all day every day -



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