



THE BEEF IS BACK

- Fridays announce sponsorship of professional golfer Andrew 'Beef' Johnston
- Fridays get behind the nation's most loved pro golfer as they launch new menu packed with the best in British Beef
- Beef Johnston appears in new 'spoof' trailer announcing the partnership



(Andrew 'Beef' Johnston)

16TH JULY 2020: Fridays has today announced that it will be sponsoring professional golfer Andrew 'Beef' Johnston for the remainder of the 2020 and 2021 seasons, and supporting Beef Johnston's bid to re-establish himself as one of the UK's leading golfers.

Famed for his big personality, big smile, big beard and even bigger appetite for steaks, this partnership brings together one of the nation's most loved casual dining brands with one of the nation's most loved sportsmen. The cheeky trailer announces the partnership and playfully satirises the abundance of dramatic footballer announcement videos popular on social media in only the way that Beef Johnston can!

The partnership with Beef Johnston follows Fridays' launch of a brand new 'Famous at Fridays' menu which is exclusively available at six restaurants.* Core to the simplified and enhanced menu is an investment in quality, fresh ingredients and a focus on provenance.

It also supports Beef Johnston's much anticipated return to golf and his bid to re-establish himself as one of the UK's leading golfers.

Beef Johnston has proved himself to be the people's golfer, winning the hearts of fans for his hard work and charismatic personality, both on and off the golf course. His undeniable love of top-quality meat, along with



his famous nickname, and with Fridays proud to introduce certified Scotch beef into its Famous at Fridays menu, this really was a match up made in 'beef' heaven.

Speaking about the partnership with Beef Johnston, Robert B. Cook, CEO at Fridays (and golfing fanatic) said: "When announcing a new menu packed with the finest British Beef, there can be only one man who could help us celebrate our return to serving better, simpler and more classic dishes. Beef represents what Fridays is all about, fun, entertainment, a big heart and a totally authentic character. Securing Beef was one of the first thoughts to support our goal of putting quality beef 'back' on the menu. We are thrilled to be working with him and expect to have a lot success together."

Beef Johnston said on working with Fridays: "I am delighted to be working with Fridays, and excited to partner with them as we capture that Fridays Feeling all day, every day! I am proud to wear them on my shirt and I hope that we can have a lot of fun together. We've already had a BBQ on a golf course and the meat they served up was incredible. I just need to try and persuade them to give me the recipe for the legendary glaze."

Initially at six locations, Fridays' 'favourites' on its enhanced menu are using only the finest Scotch beef, grass fed on quality assured farms throughout Scotland. Beef used in Fridays dishes is fully traceable, right down to small independent farms. Ribeye and sirloin steaks are 28-day aged and are hand selected by master butchers to ensure they are exceptionally tender and flavoursome. Fridays burgers now use a perfect blend of prime cuts of brisket and chuck steak from British and Irish farms. The famous Fridays ribs are beautifully marinated and slow cooked before being flame-grilled and served with the Fridays legendary glaze.

You can keep up to date on the partnership by following Fridays social media channels.

ENDS

*Selected for their geographical spread, iconic bars and city centre locations, the restaurants dubbed 'Famous at Fridays' are Glasgow Buchanan Street, Manchester Royal Exchange, Nottingham, Birmingham Hagley Road (the first Fridays in the UK, opened in 1986), Covent Garden and Leicester Square.

Restaurants opened in England for in-restaurant dining on 6th July and in Scotland on 15th July. Locations in Wales are to follow.



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 the Fridays Feeling all day every day -



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