



QUALITY, SUSTAINABILITY AND THE RETURN OF FRIDAYS CLASSICS!

- Fridays launches simplified and enhanced menus; paying homage to what made Fridays famous when it first opened in 1965
- An investment and upgrade in quality, fresh ingredients and a focus on provenance are core to the new menu which includes Scotch certified beef and Red Tractor chicken
- Returning to its former glory, Fridays is preparing to re-energise its iconic bars where new and classic cocktails full of energy & theatre are handcrafted by expert bartenders



(Clockwise: Famous at Fridays Burger, Espresso Martini, Pot Stickers, English Garden, Cobb Salad, Negroni)

5TH AUGUST 2020: Fridays has launched a brand new 'Famous at Fridays' menu which is exclusively available at six restaurants,* with plans to roll out the exciting new changes to the rest of the estate in the coming months.

Core to the simplified and enhanced menu will be an investment in quality, fresh ingredients and a focus on provenance. Initially at the 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 master butchers to ensure they are exceptionally tender and flavoursome. Ribeye and sirloin steaks are 28 day aged to add to the natural flavour. The introduction of certified Scotch Beef is endorsed by Quality Meat Scotland (the Quality Assurance certification body).



The Fridays bespoke burger recipe is a perfect blend of prime cuts of brisket and chuck steak from British & Irish farms. The new Famous at Fridays Burger, made with truffle and black garlic aioli, a hint of Stilton cheese, crispy bacon & Branston Smooth Pickle, is an instant classic and highlighted in the menu as a 'favourite' dish. In addition to beef, the new Famous at Fridays Roasted Beer 'N' Chicken dish is Red Tractor certified meaning the chicken is traceable, safe and farmed with care.

Alongside the focus on quality ingredients Fridays new menu will see the triumphant return of Pot Stickers and the Cobb Salad - classic dishes that made Fridays famous. Furthermore, Loaded Potato Skins, which were invented by Fridays in 1974, are also now back, bigger and better than ever before.

Returning to its former glory, Fridays is reenergising its iconic bars where new and classic cocktails full of energy & theatre will be handcrafted by expert bartenders, served in elegant glassware and garnished with flare. 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. When it is safe to do so, Fridays is looking forward to making the bar the central hub of every restaurant again.

Sustainability, as well as quality, is another promise that Fridays has made to its guests. Single use menus are currently in place for the safety of guests and are FSC certified and biodegradable. The simplified menu is additionally helping the Fridays team reduce its food wastage. Currently 100% of all our waste produced in Fridays restaurants is recycled and since October 2014, all food waste is processed by anaerobic digestion.

Speaking about the new menu and the emphasis on quality and sustainability, Robert B. Cook, Fridays CEO says: *"Our new Famous at Fridays menu celebrates what we are famous for. We have invested in the return of classic dishes made with quality ingredients and we're proud to introduce Quality assured Scotch Beef and Red Tractor certified chicken to our menu. The return of the iconic four-sided bar brings excitement and theatre, all of which will be complemented by consistently brilliant Fridays service and spirit."*

ENDS

*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.

Restaurants opened in England for in-restaurant dining on 6th July and in Scotland on 15th July.

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 -



Media contacts:

- STRIPE COMMUNICATIONS – Naomi Penn or Liam McNamara
tgifridays@stripecommunications.com
- PRESS OFFICE – Sophie Eeles, PR Manager
pressoffice@tgifridays.co.uk