



IF YOU LIKE PUMPKIN COLADAS...

- Fridays has revealed its Halloween drinks line-up which includes a wickedly good Pumpkin Colada
- Guests can enjoy the sweet and spiced cocktail alongside others in the range, including a Pumpkin Spiced Zombie and a Pumpkin Spiced Shake for non-drinkers
- The seasonal drinks start from £3.79 and are exclusively available between 1st October and 1st November



(Fridays Pumpkin Colada, Pumpkin Spiced Zombie and Pumpkin Spiced Shake)

1ST OCTOBER 2020: With the leaves starting to fall and the night's drawing in, Fridays has today revealed its Halloween drinks menu which is guaranteed to lift your spirits!

Following the success of last year's Pumpkin Spiced Martini, the Pumpkin Colada comes highly requested by Fridays fans wanting a seasonal twist on their favourite cocktails. Packing a sweet punch, the wickedly good cocktail will be freshly made to order from Dead Man's Fingers Spiced Rum, pumpkin infused syrup, coconut cream, passion fruit and citrus juices.

Bringing the menu alive is a Pumpkin Spiced Zombie which also includes Dead Man's Fingers Spiced Rum, and pumpkin infused syrup, expertly mixed with grenadine and cranberry juice – making the perfect Halloween favourite. The range also includes a delicious non-alcoholic option, the Pumpkin Spiced Shake, made from vanilla ice cream, orange sorbet and pumpkin spiced syrup to create all those autumn feels in a glass.



Exclusively available at all Fridays restaurants from 1st October to 1st November, guests are encouraged to [book their table via the Fridays website](#) in order to guarantee they get their hands on them! Prices start from £3.79.

Speaking about the new Halloween drinks menu, Terry McDowell, Fridays Head of Food & Drink, said: *“Our guests went wild for the pumpkin spiced flavour profile last year so we are excited to bring back a Halloween range which is bigger and better than ever before. Moreover, the inclusion of Dead Man’s Fingers Spiced Rum in the Pumpkin Colada and Pumpkin Spiced Zombie ensures that all-important Fridays Feeling.*

“All of our limited edition drinks are packed full of the season’s favourite spices and are given that extra something because they are handcrafted by Fridays expert bartenders and delivered with that iconic Fridays service.”

Sam Caulfield, Brand Manager of Dead Man’s Fingers added: *“Halloween and Dead Man’s Fingers Rum go hand in hand together due to their alternative and celebratory nature. Dead Man’s Fingers Rum from its humble beginnings has always favoured the more flavourful and unusual. The inclusion of Dead Man’s Fingers Rum in Fridays’ Pumpkin Colada and the Pumpkin Spiced Zombie puts a delicious twist on popular rum cocktails that Fridays guests will love. Plus throughout October you can use the Dead Man’s Fingers Instagram skull filter. Snap a selfie at Fridays and use the #FridaysSkullSelfie and #FridaysFeeling for a chance to win Dead Man’s Fingers Rum prizes”.*

ENDS

NOTES TO EDITORS

Celebrate Halloween safely at Fridays.

COVID-19 safety management control measures:

All Fridays restaurants are adhering to stringent [COVID-19 safety management control measures](#), which have been applauded by industry and ensure the safety of their team and guests. Pre-booking forms part of these measures and is encouraged for the best possible experience. Guests can [book their table now on the Fridays website](#). Other safety measures include social distancing queuing and management systems, hand sanitising stations and dedicated door hosts to guide and help guests.

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