



From Manhattan to Cobham, Fridays Launches its New Craft-Centric Cocktail Bar & Restaurant brand

TGI Fridays UK is launching a new cocktail led bar and restaurant, named 63rd+1st. The first venue will open its doors in Cobham on 8th January 2021.

Inspired by the original Fridays founded in 1965 in Manhattan, on the corner of 63rd Street and 1st Avenue, 63rd+1st is a visible departure from the iconic Fridays brand but harks back to the same principles of classic cocktails, quality food and legendary atmosphere. Its unique identity and beautiful interior with thoughtful design creates a stylish hub for people to meet morning, noon, and night.

Designed to cater for a broad audience, 63rd+1st gives a respectful nod to the heritage of the very first Fridays restaurant.

A vibrant meeting place for grownups, 63rd+1st has the feel of a Manhattan loft with exposed brickwork, polished concrete, reclaimed timber flooring and bespoke fittings that have a sixties vintage vibe.

Its brand identity sees the use of the plus motif, which is representative of both the New York grid, and the crossroads where 63rd Street and 1st Avenue meet.

At the heart of 63rd+1st is the bar, a focal point where cocktails will be expertly crafted. The New York influenced menu includes a selection of sharing plates, salad bowls, and entrees celebrating both surf & turf with a focus on quality and provenance. Brunch will be served seven days a week.

Spanning 180-metres square, the Cobham restaurant will seat 96, with outdoor dining for an additional 20 covers. Further 63rd+1st restaurants will launch across the UK in 2021.

Robert B. Cook, CEO of Fridays and 63rd+1st, says: "This is an exciting time for the Fridays business and a reflection of our long-term commitment to growth. We have seen a credible performance this year, despite the challenges of Covid-19.

"We have been agile, responsive, and continued to innovate throughout 2020 and this is a further demonstration of our ambition.

"We also recognise in this new world that audiences are becoming increasingly discerning and their attitudes towards food and drink are evolving. There is a growing trend that people are drinking less and are more mindful of ingredients and their provenance. They are also growing accustomed to the members club and boutique hotel style environments where they can work, rest and socialise. They are seeking local day to night venues that have a

community vibe, where they don't need to travel long distances to be able to enjoy the company of likeminded people.

"The fame and nostalgia of the 63rd+1st experience will resonate with guests who have a long-lasting affection for the Fridays brand. They want thoughtful service and will embrace our mantra that 'life tastes better shared'.

"As a highly successful and customer-orientated business, we are in a strong position to cater to this audience and, as a result, we are securing other sought-after sites in prime locations.

"Naturally, we will adhere to Government guidelines upon opening to ensure the health and safety of our guests and staff, but we are very optimistic about the potential of 63rd+1st and we see this as a huge opportunity to drive further growth, in tandem with the core Fridays brand in 2021."

For audiences seeking quality, 63rd+1st is a craft-centric cocktail bar and restaurant where great things happen. Bringing together people, culture, music, tastes and styles, it is a place that delivers a contemporary experience from morning to night, inspired by over 50 years of our famous heritage.

Ends

About 63rd+1st

63rd+1st is a new, craft-centric cocktail bar and restaurant from TGI Fridays UK. It's first restaurant will open in Cobham, Surrey, on 8th January 2021 and further expansion plans will be unveiled next year.

63rd+1st has been inspired by the original Fridays in New York, which opened on the corner of 63rd Street and 1st Avenue in 1965 by salesman, Alan Stillman. His vision was to deliver 'the greatest show on earth' and create a place that attracted the career crowd. Within a week it was so popular with hordes of singles that it had to be roped off by police.

In 1987 Tom Cruise filmed in the original restaurant and was trained by Fridays bartenders for the film 'Cocktail'. 63rd+1st is a celebration of all that heritage with a modern twist. It's aimed at those that seek healthy indulgence, a break from the norm and have a nostalgic affection for the Fridays brand.