



FRIDAYS BRING BACK THE FAMOUS STRIPES IN HONOUR OF 35th BIRTHDAY

- *Fridays is turning 35 in the UK in March 2021 and will be doing so in style*
- *To celebrate this milestone and the loosening of lockdown, its iconic red and white striped uniforms are back*
- *The new uniforms, in partnership with PlayerLayer, are made from recycled plastic and form part of Fridays commitment to sustainability*
- *The eco-friendly kit will launch in 28 restaurants opening for outside dining on April 12th*



(The Fridays team at Hagley Road, Birmingham – the first Fridays to open in the UK. And the latest set of iconic red and white stripes.)

MARCH 2021: The stripes are back! In celebration of its 35th birthday, Fridays is relaunching the famous red and white stripes uniform. The iconic polo shirts will be made entirely from recycled plastic and rolled out in Fridays restaurants reopening for outdoor dining on April 12th.

The legendary red and white stripes made its UK debut on March 18th 1986 at the Hagley Road, Birmingham bar and restaurant. In celebration of the 35th anniversary and Fridays unique brand heritage, the return of the red and white stripes is confirmed to deliver a highly modern take on a nostalgic classic.

Robert B. Cook, CEO of Fridays said: *“What better way to celebrate our 35th birthday than with a present to our Fridays fans and family - bringing back the iconic red and white stripe uniforms.*

“The team is incredibly excited to don the stripes again for the first time in nearly 10 years and spread that Friday's feeling to our guests when we reopen on April 12th.

“We've also worked hard to ensure our new shirts are sustainable and environmentally friendly – making them entirely out of recycled materials. We can't wait for Fridays fans to see the newly kitted out team in action and start our release from lockdown with a bang!”



As well as celebrating Fridays' heritage, the uniforms are the latest addition to its sustainability efforts. This includes a commitment to ensure 100% of food waste is recycled, and since 2014 achieving zero waste to landfill. Fridays are also committed to sustainability in its supply chain including approved responsible sourcing policies for palm oil, soy, sugar, fish, seafood, tea, cocoa, coffee, cotton and paper.

The new shirts are made from 100% recycled plastic with six plastic water bottles used in each one, making the shirts lightweight and durable. The fabric is perfect for the energetic and fast-paced nature of Fridays' restaurants, designed to wick sweat, dry quickly and keep the wearer cool.

Fridays worked with PlayerLayer, a unique sportswear manufacturer known for creating durable and lightweight sports kit for professional teams from recycled and eco-friendly materials, such as coffee bean waste and bamboo. **Speaking about the partnership, Joe Middleton, CEO and Chairman at PlayerLayer, said:** *"Actions like this have the power to shape our culture and drive change for the better. Our products are designed for performance sports, so as well as being great for the environment, they will match the dynamic nature of Fridays' service perfectly."*

Fridays' new sustainable uniforms will be launched initially at 28 locations* opening for outside dining on April 12, with plans to roll them out across all Fridays restaurants during 2021. Reservations for 12th April to 16th May will go live at Midday Monday 22nd March. For more information including the health and safety measures please visit - <https://www.tgifridays.co.uk/>

ENDS

NOTES TO EDITORS

*The list of restaurants opening for Outside Dining with the striped uniform on April 12th are:

Ashton Under Lyne
Birmingham Hagley Road
Brighton Marina
Cheadle
Cheltenham
Crawley
Doncaster
Enfield
Fareham
Gloucester Quays
Lakeside
Leeds White Rose
Liverpool One
London Leicester Square
Milton Keynes Theatre
Milton Keynes Theatre
Newport Friars Walk*
Northampton



Norwich
Reading Caversham Road
Solihull
Southampton Harbour
Speke
Sutton Coldfield
Telford
Wembley
Jersey - open since 22 Feb

*Newport subject to Welsh lockdown restrictions.

COVID-19 safety management control measures:

Once reopened, all Fridays restaurants will be 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. 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 wearing red and white stripes 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. Fridays launched in the UK in 1986.

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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