



FRIDAYS CELEBRATES REOPENING BY LAUNCHING ITS FIRST-EVER AMERICAN PILSNER

- *To celebrate reopening for outdoor dining, Fridays is today launching its first-ever branded American Pilsner beer*
- *The Fridays American Pilsner, created in partnership with expert brewers Shepherd Neame, will be available on tap in restaurants across the UK*
- *Brewed from the finest ingredients, Fridays American Pilsner is a 4% easy drinking lager making it the perfect pint for guests to cheers the easing of lockdown restrictions*



12TH APRIL 2021: Fridays is back and 'lager' than life, today announcing the launch of its new Fridays American Pilsner to celebrate the easing of lockdown and opening of outdoor dining at selected restaurants.*

Created in partnership with expert brewers Shepherd Neame, Fridays American Pilsner is an easy-drinking, 4% session lager brewed from the finest ingredients to perfectly capture the essence of that Fridays Feeling. The branded beer brings together a range of ingredients, including a hint of caramel malt for colour and biscuit notes, generously hopped with a single variety hallertau herkules (German hops) for a rounded bitterness**!

Famed for its cocktails, Fridays American Pilsner is a first for Fridays and will not only provide fans with something new to experience and savour on April 12th but bring a whole new meaning to fizz Fridays! As the nation reunites after months of lockdown, guests can raise a glass and enjoy their first draught pint for months while also enjoying the great food & drink and that Fridays Feeling.

Fridays American Pilsner will initially be available at outdoor dining restaurants and will be rolled out to all restaurants as they open in line with the latest government guidelines this year.

Robert B. Cook, CEO of Fridays said: *"We may not be able to guarantee the weather, but we can guarantee all guests visiting Fridays for outdoor dining from Monday 12th April will be greeted with a smile, our new striped uniform and the addition of Fridays American Pilsner, our first-ever branded beer, to our*



menu! This easy drinking session lager, which is full of life and generously hopped but with sweet notes, epitomises that Fridays Feeling. We are excited to be launching it to mark the easing of lockdown restrictions and what will hopefully be many celebrations between friends and loved ones as they reconnect at our restaurants over the British summer. Cheers!"

Fridays will be opening 29 carefully selected restaurants in England for outdoor dining on Monday 12th April. The full list of restaurants is included below. Fridays ask that guests planning on visiting for outdoor dining and to try the new Fridays American Pilsner pre-book to avoid disappointment - it is safer and easier, and reservations can be made [here](#).

An outdoor menu has been specially created to bring fans top dishes to the alfresco setting. These include Fridays Sesame Chicken Strips tossed in Legendary Glaze, Fridays classics like the Ultimate Ribs, handcrafted burgers and sharing plates for the whole family. Alongside these tasty dishes is a carefully curated cocktail list of Fridays 'Top 10 Greatest Hits' including Purple Rain, Strawberry Daiquiri and Pornstar Martini.

ENDS

NOTES TO EDITORS

*The list of restaurants open for Outside Dining on 12th April

Ashton Under Lyne	Leeds White Rose
Birmingham Hagley Road	Leicester Square
Bournemouth	Liverpool One
Braintree	Liverpool Speke
Bracknell	Milton Keynes Theatre
Brighton Marina	Milton Keynes Stadium
Cheadle	Northampton
Cheltenham	Norwich
Crawley	Reading Caversham Road
Doncaster	Solihull
Enfield	Southampton
Fareham	Sutton Coldfield
Gloucester Quays	Telford
Jersey (opened on 22 Feb 2021)	Wembley
Lakeside Retail Park	

**Herkules is a high alpha acid bittering hop, known to be spicy and floral, tangy and hoppy, with notes of melon, black pepper, with hints of pine. Not a cartoon action hero.

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.

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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