



FRIDAYS BECOMES FIRST CORPORATE CASUAL DINING MEMBER OF INSTITUTE OF HOSPITALITY

- Fridays announces membership of the Institute of Hospitality, becoming the first corporate casual dining brand to be added to the charity's repertoire
- Fridays' team will benefit from industry leading, professional training and development
- Duo will work collaboratively and with peers to inspire future generations to work within the hospitality industry



(Robert Richardson, Chief Executive of the Institute of Hospitality pictured with Robert B. Cook, Fridays' Chief Executive at Fridays Leicester Square)

Thursday 4th November 2021: Fridays has announced today that it has become the latest corporate member of the Institute of Hospitality (IoH). In a move which makes Fridays the first casual dining brand to join forces with the IoH, Fridays will be investing in the future professional development of over 500 of its current UK employees.



The IoH, which was established in 1938, operates as an educational charity, promoting professionalism in the hospitality industry through lifelong learning.

Fridays is excited that this exciting partnership with the IoH importantly provides opportunities for both its current and future teams. Benefitting from a great network and trusted advice, and a wide range of educational tools, teaming up with the IoH is considered by the group as one which will support individual professional development as well as enable its future ambition to provide industry leading development programmes.

Speaking about becoming a member, Robert B. Cook, Fridays CEO and Fellow of the IoH, said: *“This is an exciting day for Fridays, our teams and the Institute of Hospitality. Fridays is renowned for our spirit of teamwork and family values. We wouldn’t be where we are or who we are without our amazing teams. We believe that membership to the IoH further enables our ambition to provide industry leading development programmes to our talented workforce and I am particularly excited that it will also result preparing and inspiring the next generation of hospitality leaders.”*

Robert Richardson, Chief Executive of the Institute of Hospitality, added: *“We are delighted to welcome Fridays in the Institute of Hospitality. Supporting the development of their current and futures teams and assisting them to build a career in the hospitality industry is vital at this critical time for our industry.”*

“This collaboration is a watershed moment for the IoH. Fridays and the IoH have a shared passion for providing the development and progression at every step throughout a person’s career. I am excited to share their insight with the rest of the dynamic casual dining sector and the hospitality sector as a whole.”

ENDS

NOTES TO EDITORS

Follow @TGIFridaysUK on social media to get that Fridays Feeling every day.

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.

About Institute of Hospitality:

The Institute of Hospitality is the only leading international professional membership body for current and aspiring leaders and managers in the hospitality industry. Established in 1938, the Institute is a registered UK charity that aims to promote professionalism through lifelong learning and the development of outstanding leaders.

We promote high standards and quality in hospitality management education and training through our accreditation and endorsement schemes. Corporate, academic, and individual members benefit from access to professional development programmes including live webinars, podcasts, publications, access to learning resources, events, and other networking opportunities. Students and educators benefit from the Institute's support for academic careers, and our work to provide context to the curriculum.

The Institute of Hospitality has established internationally recognised professional credentials (Fellow, Member, Associate, and Affiliate) for our members. We are currently working towards chartered institute status.

The IoH has regional branches throughout the UK as well as several overseas branches. We were named Gold Winner in the Best Membership Organisation (over 10,000 members) category at the National Association Awards 2021. We launched our own dedicated Youth Council for aspiring hospitality leaders and managers in July 2021 and are one of three shortlisted organisations for the national UK & Ireland Chartered Governance Institute awards, in the Diversity and Inclusion Initiative of the Year 2021 category, for the launch of our Youth Council and Diversity Shield campaign in mid-2021.

The Institute is a member of the Bank of England Decision Maker Panel regarding the impact of national and international events on the economy.

The Academy of Food and Wine Service (AFWS) established in 1988, is the professional body for front-of-house service. Dedicated to improving the status and awareness of food and beverage service as a viable career choice, raising standards across the industry, and encouraging teamwork with other colleagues. AFWS was acquired by the Institute of Hospitality in 2017.

Media contacts:



- Sophie Eeles, Fridays UK PR Manager
pressoffice@tgifridays.co.uk
- For more information about the Institute of Hospitality (IoH), or to join us, please visit
www.instituteofhospitality.org
- For more information on this press release, or to set up an IoH interview, please contact: Kim Bailey MIH at kim.bailey@instituteofhospitality.org