



Fridays to launch inaugural 'Fridays and Go' restaurant in Dundee

- American inspired food and cocktail brand, Fridays, to launch NEW 'Fridays and Go' restaurant in Dundee, Scotland
- Fast, casual service is the priority at Fridays And Go, which will be authentically Fridays with a menu delivering all the famous Fridays' classics and celebrating that same 'All American' feel
- The new quick service restaurant, which is the first pilot site in the UK, is expected to open in March 2022



(A selection of 'Fridays and Go' menu items)

UNDER EMBARGO UNTIL 00:01 19 JANUARY 2022

19 January 2022: Fridays, part of newly listed Hostmore plc, is excited to announce a new era in its UK operations with the opening of the first 'Fridays and Go' Quick Service Restaurant ('QSR') in Dundee, Scotland.

Spanning c. 2600 square feet, the restaurant, situated on Reform Street, just off the High Street in the centre of Dundee, is expected to open in March 2022 and will offer iconic items from the famous Fridays menu to those on the move or those that want to sit in.



Extending that authentic Fridays experience, 'Fridays & Go' will offer that same 'All American' feel and celebrate everything guests have come to know and love about the brand, including a nod to nostalgia and heritage memorabilia, as well as all that fun, flare and iconic generosity of spirit that you associate with the Fridays brand.

Service and speed is the priority at 'Fridays and Go'. Food and drink will be available to order digitally, with touch screens offering order and pay technology, and will be served in fully recyclable and compostable red and white striped Fridays packaging. Click & Collect and Delivery services will also be supported at the Dundee site.

The 'Fridays and Go' menu will include iconic Fridays favourites such as: Chicken wings, Nachos, Fridays Sesame Chicken Strips tossed in its legendary Glaze, a selection of Fridays' best ever Burgers, including Fridays Glazed and To Vegan and Beyond, as well as premium coffee and legendary milkshakes. New items will also feature on the innovative menu including the Bucket of Bones and a Boneless Chicken Dog.

The restaurant is expected to create 25 full and part-time jobs for people in the Dundee area. Furthermore, Fridays aims to open potentially up to 30 additional QSR sites across the UK in the next three years, subject to the brand's success.

Robert B. Cook, Fridays CEO, said: *"We are extremely excited to be launching the first ever 'Fridays and Go' in Dundee – a vibrant city with a proud history of jute, jam and journalism, fantastic people, two great football teams and a bustling student community."*

"We are always looking to offer customers new experiences under the Fridays umbrella. 'Fridays and Go' will deliver our best ever food at speed for customers on the move, with the iconic Fridays experience remaining a constant. We can't wait to launch this new concept and continue to spread that Fridays Feeling further across the UK and particularly in Scotland."

ENDS

NOTES TO EDITORS

Follow @TGIFridaysUK on social media to get that Fridays Feeling all day, 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 Hostmore plc

We're the sharers. The carers. The business-builders and the entertainers.

Hostmore is a growing hospitality business with current operations focused on casual dining brand, Fridays, and cocktail-led bar and restaurant brand, 63rd+1st.

Established in 2021, Hostmore has been created to provide a platform for the development of hospitality brands under the leadership of an experienced team that has a track record of building businesses in the hospitality and leisure sectors.

Hostmore's businesses are defined by iconic brand experience, vibrant heritage and sector-leading technology.

Its strategic focus is on optimising its brands, aligning those brands with evolving consumer demands and delivering personalised customer engagement – all backed up by a redesigned digital platform.

Find out more - www.hostmoregroup.com

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