



Fridays appoints Julie McEwan as Chief Operating Officer

- American inspired food and cocktail chain, Fridays, appoints Julie McEwan, ex-Whitbread and Las Iguanas, as Chief Operating Officer.
- Julie will oversee operations for all Fridays UK sites, ensuring that quality, simplicity and relevancy is at the forefront of everything it delivers.
 - Julie starts the role in early March.

UNDER EMBARGO UNTIL 00:01 23 February 2022: Fridays, part of newly listed Hostmore plc, has today announced the appointment of Julie McEwan as its Chief Operating Officer.

Julie started her career at Whitbread, spending several years as Operations Manager for Premier Inn, before joining Spirit Pub Company. At Spirit, she held several senior roles, including leading the Flaming Grill brand and managing its conversion programme, which saw the estate grow from 84 to 146 sites in 18 months.

In 2016, Julie joined Casual Dining Group (now Big Table Group) as Operations Director of Las Iguanas and was promoted to Brand Director in 2019. During this period the company achieved strong results and saw improved customer perception. Julie was named as one of the top 100 Women to Watch in Hospitality, Travel and Leisure in 2020.

In her new role, Julie will oversee operations for all Fridays UK sites, ensuring that quality, simplicity and relevance is at the forefront of everything it delivers as it embarks on its ambitious growth plans. She will join the company in early March.

This appointment comes at an exciting time for the iconic chain, following the roll out of its new and best ever menu to celebrate its heritage. As part of its growth plans, Fridays has also announced a new flagship store opening in Chelmsford this Spring, as well as a new era in its UK operations with its first 'Fridays And Go' Quick Service Restaurant ('QSR') in Dundee in March.

Robert B. Cook, Fridays CEO, said: *"I am absolutely delighted to welcome Julie to the Fridays family! She brings a wealth of experience and unrivalled expertise which will be instrumental to our growth plans, as we bring the Fridays feeling to even more people right across the country."*



Julie McEwan, new Fridays COO, added: *"I am so excited to be joining such a successful brand with a strong heritage and identity. The Fridays culture is incredibly unique and I am looking forward to being part of its next growth chapter, working alongside exceptionally talented people. The company has ambitious plans, and I cannot wait to get started."*

ENDS



Julie McEwan, Fridays NEW Chief Operating Officer

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 and 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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