



## Fridays appoints Rhiannon Scarlett as Chief Marketing Officer

- American inspired food and cocktail chain, Fridays, appoints Rhiannon Scarlett, formerly of The Body Shop and dunnhumby, as Chief Marketing Officer.
- Rhiannon will oversee the marketing, PR and digital operations for Fridays UK and 63rd+1st, with a focus on guest loyalty, acquisition, retention, and growth.
  - Rhiannon starts the role on 25<sup>th</sup> April.



*(Rhiannon Scarlett, New Chief Marketing Officer at Fridays)*

**20 April 2022:** Fridays, part of newly listed Hostmore plc, has today announced the appointment of Rhiannon Scarlett as its Chief Marketing Officer.

Rhiannon started her career at dunnhumby, the customer insight, data and communications agency, which worked in partnership with Tesco in the UK and The Kroger Company in the US to deliver customer led strategies.



During her time at dunnhumby, Rhiannon launched and rolled out the Tesco retail marketing programme, working with food brands such as Unilever and P&G to help promote and engage their customers with brands in the store and online.

In 2008, Rhiannon moved to the US to work with the Kroger Company where she led their loyalty programme in California, North Carolina and Utah. During her last four years in the US, she was responsible for the Kroger CRM program to over 15 million loyal customers across 14 States.

In her latest role as UK Marketing Director at The Body Shop, she has been responsible for leading the marketing strategy and initiatives to drive customer acquisition, retention, and growth of existing customers. This includes a range of campaigns including Forever Against Animal Testing, the relaunch of Body Butters, The Body Shop Self Love and Christmas Gifting.

Rhiannon will be responsible for Marketing and PR for Fridays and 63rd+1st in her new role, including all CRM, loyalty, and digital operations, bringing to life the brand's focus on quality, relevance and simplicity, while also celebrating its unique heritage, people and generosity of spirit. Furthermore, her 'customer first' approach and expertise will support Fridays' focus on guest loyalty, acquisition, retention and growth, as the brand embarks on its ambitious growth plans. She will join the company on 25<sup>th</sup> April.

This appointment comes at an exciting time for the iconic chain, following the roll out of its new and best ever menu. 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'), which opened in Dundee in March.

**Robert B. Cook, Fridays CEO, said:** *"I am thrilled to welcome Rhiannon to the Fridays family! As a retail marketer with rich consumer knowledge, combined with her background in data and customer insight, she will play a key role as we deliver against our ambitious growth plans. We are on a mission to make Fridays famous again and Rhiannon will help us build creative, standout initiatives to spread that Fridays Feeling to new and existing customers right across the country."*

**Rhiannon Scarlett, new Fridays CMO, added:** *"I am so excited to join Fridays as Chief Marketing Officer. it is a brand with a rich history in modern American dining, the home of iconic cocktails and the Long Island Iced Tea. Fridays is the original Manhattan bar on your doorstep and I can't wait to be a part of its future story."*

**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 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](http://www.hostmoregroup.com)

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