



Fridays' flagship restaurant in Chelmsford to open on 13th May

- American inspired food and cocktail bar and restaurant, Fridays, is to open its newest flagship restaurant in Chelmsford, Essex on Friday, 13th May 2022
- Located in the heart of the city, the restaurant is the perfect place to get that Fridays Feeling whether you are out for a date, girls' night, or family dinner
 - Bookings for the new cocktail bar and restaurant are available online from Monday, 9th May 2022
 - Fridays family fun day to take place on Saturday, 21st May 2022 to celebrate the new restaurant opening



(Fridays interior inspiration for Chelmsford)

4th May 2022: Fridays, part of newly listed Hostmore plc, has today announced its latest UK flagship restaurant in Chelmsford, Essex, will open to the public on Friday, 13th May 2022.

Located on Springfield Road, in the heart of this bustling city, the Chelmsford restaurant is Fridays' 85th UK venue. The huge restaurant has enough seating for more than 250 covers inside, with an additional 26 covers available outside in its al fresco dining section, making it one of the largest in the Fridays repertoire.



The brand is celebrating its Manhattan bar 'roots' by making the bar the heart of the restaurant, ensuring guests can watch all the action and see its expert bartenders handcrafting iconic and legendary cocktails with personality and flair. Indeed, Fridays expects the new look store to become the home of cocktails in Chelmsford.

To coincide with the launch, a special family fun day will be held outside the store on Saturday, 21st May 2022. There will be entertainment throughout the day celebrating our founder Alan Stillman's inspiration of the red and white stripes of the Barnum & Bailey circus. The likes of jugglers, acrobats, stilt walkers and balloon modellers will be greeting guests and putting on 'the greatest show on earth' to mark the opening of the new flagship restaurant.

Beyond the launch party, guests at Fridays Chelmsford will be able to enjoy live sport seven days a week (including Sky Sports and BT Sport) and live music nights on Fridays and Sundays.

The news comes following the launch of Fridays' new and best ever menu in which it celebrates its heritage through quality, simplicity and relevancy. Dishes are freshly made to order with top-quality ingredients, and new and classic cocktails full of energy and theatre are handcrafted by its expert bartenders. Guests will be able to enjoy signature items like our Sesame Chicken Strips, quality assured steaks, the new plant-based range (including Meatless Fridays Sesame Strips), and our signature cocktails including the Long Island Iced Tea range – which was a Fridays invention.

Robert B. Cook, Fridays CEO, said: *"The demand for another Fridays in Essex, to complement our Basildon and Lakeside sites, was too strong to ignore. The energy of this new-look Fridays store will match the feel around this buzzing city, tapping into our heritage as the place for the perfect night out. Live music, live sport, delicious cocktails handcrafted by our expert bartenders and freshly made to order food from our best ever menu – this new flagship store is set to be a real fans' favourite."*

Ferne McCann, Fridays ambassador, said: *"I am so excited to have such an amazing Fridays just on my doorstep. Whether it's for a date, girl's night out, or taking the kids, this new flagship restaurant is definitely going to bring that Fridays Feeling. I can't wait to visit!"*

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 plc 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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