



## IT'S FRIDAYS AND GO(AL)!

### FRIDAYS AND GO ANNOUNCES PARTNERSHIPS WITH DUNDEE UNITED AND DUNDEE FOOTBALL CLUBS

- Fridays And Go officially partners with both Dundee United and Dundee Football Clubs
- The world's first Fridays And Go opened in Dundee in March with players from both teams uniting to support the grand opening
- Fridays And Go offers items from the famous Fridays menu to those on the move



*(Fridays And Go, Reform Street, Dundee)*

**29 June 2022:** Fridays, part of newly listed Hostmore plc, has today announced that Fridays And Go will be an official sponsor of both Dundee United and Dundee Football Clubs for the 2022/2023 season.

The partnerships with both football clubs in Dundee emphasises Fridays' excitement in choosing the city for its first ever Fridays And Go.

The partnership with Dundee United Football Club will include sleeve sponsorship of the women's team, as well as sponsored weekly Manager's interviews for both the men's and women's teams. As part of the Dundee Football Club sponsorship, the Fridays And Go logo will feature on the front of the men's team



shorts, in addition to branding of the official digital team sheet which will be circulated one hour before each kick off.

Additionally, the collaborations will see digital content creation, player appearances, official merchandise, and featured branding at both teams' grounds. At less than 322 metres apart, Dens Park (Dundee FC) and Tannadice (Dundee United) are the two closest professional football grounds in the UK and just over a mile away from Fridays And Go, situated on Reform Street.



*(Fridays CEO, Robert B. Cook and the Lord Provost at the opening of Fridays And Go, Reform Street, Dundee - March 2022)*

**Commenting on the new partnerships, Robert B. Cook, Fridays CEO, said:** “Dundee is a vibrant city with a proud history of jute, jam and journalism, fantastic people and notably, two great football teams. We’re thrilled to be partnering with these two clubs to celebrate the launch of the world’s first Fridays And Go and can’t wait to continue to spread that Fridays Feeling further across Scotland and the rest of the UK, as a result.”

**Elliot Shaw, Head of Commercial & Sponsorship at Dundee United FC, added:** “We are absolutely delighted to welcome Fridays And Go as an associate partner of the club. Fridays is a strong worldwide brand, known for their delicious American inspired food and we are excited to bring them into our newly-structured partnership family. Dundee is the ideal destination for the world’s first Fridays And Go. It is great news for the city and I am sure that this will be a highly beneficial partnership for both Dundee United and Fridays.”

**Rachael Strachan, Commercial & Marketing Executive at Dundee FC, commented:** “It is with great excitement that we welcome Fridays And Go to the club as one of our official partners heading into the new season. Dundee Football Club are delighted to be working on this new venture in partnership with the world-



renowned brand and wish Fridays And Go all the best and every success for the future with their flagship store based in Dundee.”

Fridays And Go, situated on Reform Street, just off the High Street in the centre of Dundee, opened with much excitement in March 2022 and offers 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 And Go’ offers that same ‘All American’ feel and celebrates 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.

**ENDS**

#### **NOTES TO EDITORS**

Find out more - [www.tgifridays.co.uk/fridays-and-go-takeaway/](http://www.tgifridays.co.uk/fridays-and-go-takeaway/)

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 are 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 group 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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