



Fridays' newest restaurant to open in Durham this week

- American-inspired cocktail bar and restaurant chain, Fridays, has announced the opening of the brand's first location in County Durham
- The restaurant will join a host of other names at Durham's open-air plaza, The Riverwalk, and will be The Riverwalk's eighth restaurant
 - The new restaurant will open on Friday, 16th December, creating 70 new jobs

14 December 2022: American-inspired cocktail bar and restaurant chain, Fridays, is pleased to announce the opening of its latest restaurant in Durham. This is the first site for the chain in County Durham and it will open its doors to the public from 3pm on 16th December 2022.

Fridays Durham will sit within a 6,000 sq. ft unit in the heart of Durham's historic city centre in the area's bustling open-air plaza, The Riverwalk, alongside other notable names. Guests are urged to come to Fridays and 'show their stripes', feeling free and confident to come as they are, to enjoy the extensive offering of classic Americana-inspired dishes and memorable cocktails prepared by Fridays' world-class bartenders.

The new restaurant, which follows Fridays' recent opening of its Barnsley restaurant, is creating 70 jobs for people in the Durham area.

This festive season, guests at the new restaurant – and across the UK - can expect a host of spectacular offers at Fridays including 2-for-1 cocktails all day, every day, the new Festive Bottomless Brunch for £29.95 per person, and endless chicken wings for £15 per person, with American Pilsner available for £4 during sporting events (terms and conditions apply).

Julie McEwan, Chief Operating Officer, said: *"We are so pleased to be ending 2022 on such a high note by celebrating the opening of our newest restaurant just in time for Christmas. Durham is a city rich in history and culture, and with Fridays being a brand where honouring our heritage is a significant part of our offering, we feel that the match couldn't be more ideal. We look forward to opening our doors to the people of Durham and encouraging them to 'show their stripes', whatever they may be, while wowing them with memorable service alongside our favourite Fridays classics. From our famous burgers and legendary chicken strips to our vegan fajitas and Pornstar Martinis, guests will be spoiled for choice".*

For bookings visit: <https://www.tgifridays.co.uk/restaurants/durham/> and to keep up to date on the latest offers available visit: <https://www.tgifridays.co.uk/restaurant-deals/>

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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 UK hospitality business which runs the American-themed casual bar and dining brand, 'Fridays' (formerly TGI Fridays), the cocktail-led bar and restaurant brand, '63rd+1st', and the fast casual dining brand, 'Fridays and Go'.

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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