



Press release:

13 February 2023: Alex & Olivia Bowen met on Love Island back in 2016.

The attraction between the two was instant and despite Alex's now famed lie detector failure about his feelings for Olivia, their romance continued to go from strength to strength.

The pair came second and vowed to continue their relationship once outside the villa. Seven years on they are happily married and have a young son, Abel.

Now, with Valentine's Day around the corner and Love Island back on our TV screens, American-inspired bar and restaurant chain, TGI Fridays, brought the pair back to recreate the infamous lie detector test – so how did they do this time?

Replicating their 2016 test, Alex was asked if he could see a future with Olivia, and if his feelings towards Olivia are real. Both were relieved when TGI Fridays' 'True Love Detector' revealed 'Truth' for both responses after he failed these questions in their Love Island test. The questions tapped further into their relationship by asking whether Alex liked the Christmas present Olivia got for him, to which he replied 'Yes' and the results showed as a lie.

The couple were also asked who they thought was being most authentic in this year's Love Island season, to which both agreed it was Will Young, known outside the villa as 'Farmer Will' on TikTok. Both Alex and Olivia agreed that the absence of Casa Amor and far fewer bombshells in their season was a blessing, and as the show goes on more and more tests are put in for the contestants.

The recreation of the Love Island lie detector test ties in with a unique dating experience launched by TGI Fridays. This Valentine's the brand is trialling a new style of authentic dating by hooking its guests up to a 'True Love Detector' similar to the one that Alex and Olivia took part in. The detector uses sensors that analyse the brain activity and measure six key emotions including 'stressed' and 'focused', allowing guests to see if their dates are being their most authentic selves.

This comes after research commissioned by TGI Fridays showed that **59%** of Brits usually feel that they can't be themselves on first dates, with the majority (57%) admitting that this is due to not wanting to be judged. And when it comes to honesty, the number of sexual partners (29%) and salary earnings (27%) are the top topics that those looking for love feel compelled to hide on a first date.

The research also revealed that men feel more uncomfortable asking their date how they feel about them (32%), than they are about sleeping with them (24%).

Acclaimed dating expert, Jo Hemmings, advised why honesty and authentic communication amongst partners early on in a relationship is so important, claiming that "It would be impossible – and undesirable – to attempt to try and be someone you're not for any period of time. Other than being stressful and unsustainable, healthy relationships are always based on being comfortable with who you are and not being fearful of expressing it."

Rhiannon Scarlett, Chief Marketing Officer, comments: "As one of the original singles bars, we feel it's so important that TGI Fridays is the spot where guests can come to be completely, and unapologetically, themselves. Whether this is during a first date, or Wedding Anniversary celebrations, we encourage guests to come as they are to show their stripes at



TGI Fridays. We believe this open culture builds stronger relationships, and we're excited to host the beginning of more relationships to come."

If there is demand for this raw style of authentic dating, TGI Fridays has said that it is prepared to roll the True Love Detectors out more regularly for guests. In the meantime, Hemmings has shared some of her top tips to spot that your date isn't being authentic:

- *Watch their hands – if your date isn't telling the truth there are several gestures that they might make with their hands. They are more likely to make gestures with both of their hands if they are lying and may face their palms away from you, a sign that they are withholding information.*
- *Fidgeting – unless you're an accomplished liar, we get nervous when we lie. Our feet and leg movements will get restless, and we might have frequent changes of body posture. Men sometimes lean down to pull up their socks when they are lying to you, it's a subconscious way of avoiding your gaze while they gather their thoughts.*
- *Putting up a barrier – this could be moving a physical object like a glass to sit between you or simply leaning back to create more distance.*
- *Covering their mouth – this is a subconscious way of expressing guilt, as if you are feeling bad about letting the words come out of your mouth and are trying to push them back in. They may also purse their lips more than usual.*

To book your next date night at TGI Fridays visit:

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

ENDS



Notes to Editors

Images of the unique dating experience here: <https://we.tl/t-S3W15N7Nim>

b-roll footage here: [Valentine's TrueLoveDetector](#)

About the campaign

Back in October 2022, TGI Fridays unveiled its brand-repositioning campaign 'Show Your Stripes', evolving the famous TGI Fridays stripes to one of self-expression, encouraging guests to show their stripes and feel confident about being their true selves. As the next iteration of this campaign, TGI Fridays is encouraging guests to be their most authentic selves this Valentine's by making it impossible for them not to with the launch of its 'True Love Detector'.

Research Without Barriers research responses, completed by 1,011 adults based in the UK in January 2023.

Key consumer research
41% of Brits agree to being themselves on a first date, with only 22% agreeing to always being themselves
For women, personal insecurities (34%) stop them from being 100% themselves. For men, this only affects 23%
59% of Brits believe honesty is essential for a relationship to work
Number of sexual partners (29%) and earnings (27%) are the top topics partners feel compelled to hide on a first date
43% of Brits agree that feeling anxious stops them from being 100% themselves
63% of 18-24 year olds agree they need to see a date's social media profile before they agree to go out with them
44% of Brits agree that you can sometimes tell if a partner is lying, only 9% agree that you can always tell
Only 18% of people living in Bristol think it's okay to lie to a partner, compared to 50% of people in Aberdeen
33% of Londoners would lie about their earnings to a first date, compared to only 11% of people from Oxford

The 'True Love Detector' detects the emotional responses of the participants. Headsets will pick up on pulsing activity through each of the below channels:

- Engagement
- Excitement
- Stress/Frustration
- Relaxation
- Interest/Affinity
- Focus

The authenticity of the participants' responses is reflected in over/under-activity in these areas. For example, a surge in stress or excitement would correspond to the participant



giving an inauthentic answer and high activity in the relaxation response is indicative of an authentic answer.

About TGI Fridays:

TGI 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 TGI 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 TGI Fridays service and spirit of generosity, while in keeping with its heritage as one of the original singles bars.

Whether you're out for a date, girls' night or a family dinner, TGI Fridays is here to help bring that Fridays Feeling, no matter what day of the week or time of day.

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-inspired casual bar and dining brand, '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