



A help out to eat out!

Fridays latest rewards scheme to rival some of the biggest names on the market, with customers able to redeem £150 of free food & drink annually!

- American-inspired cocktail bar and restaurant chain, Fridays, has announced a revamp to its loyalty rewards scheme, now titled 'Stripes Rewards'
- The loyalty scheme enables customers to be awarded Stripes (points) on all menu items, and all new sign-ups now receive a free dessert
- Customers can redeem up to £150 worth of free food and drink a year, making the programme one of the best money-back loyalty schemes on the market



9th January 2023: American-inspired cocktail bar and restaurant chain, Fridays, announces the launch of the 'Stripes Programme' loyalty scheme, a revamp to their existing offer which positions the scheme as one of the best rewards programmes on the market. In a post-pandemic world, brand loyalty has become more important than ever, with many customers shifting their behaviours in favour of new experiences. Fridays 'Stripes Rewards' scheme rewards customers for loyalty over spending habits, with all menu items now included within the loyalty scheme.

Loyalty schemes are increasingly popular amongst high-street retailers, and with the pressure on for families to make ends meet during a cost-of-living crisis, many brands have improved their offerings for customers. However, there are some that stand out in the crowd more than others. The below looks at some of the updated offerings from Fridays, and other brand comparisons:

Fridays offers	Competitor brands
Download Fridays Stripes Rewards App to become a member and get a free dessert when you buy a main course	McDonald's offers 1000 bonus points to customers upon signing up. A minimum of 1500 points is required to redeem a free reward (small fries, a side salad, hash brown or Mini McFulrry)
Customers can earn one 'Stripe' for every £1 spent on all menu items. All Fridays favourites are available from just twenty-five stripes	Subway customers earn 10 points for every £1 spent. A footlong Sub is worth 1000 points
Fridays offer Cocktails or mocktails for app users and up to 5 friends when ordering main meals when dining in on Birthdays and Half-Birthdays	Greggs offers a sweet treat to people on their Birthday

Additional offers from the Stripes programme include:



- Stripes can now be earned on **all** menu items, giving customers the chance to earn points for eating the food they like. This will enable vegans or anyone giving Veganuary a go to earn Stripes if they choose meat-free and dairy-free options on the menu
- Fridays customers can redeem up to £150 worth of free food and drink in a year, making the programme one of the best money-back loyalty schemes on the market.
- **Unlockable pins:** Earn rewards tailored to individual tastes, such as:
 - Lunchtime legend pin – Bonus stripes for visiting three times during weekday lunchtimes
 - Weekend winner pin - Bonus Stripes for visiting after 8 pm at weekends
- More unlockable reward pins will be available throughout 2023

Since the revamp, the app has seen a 75% uplift in downloads. The Stripes Programme follows industry trends and data that suggest a move away from traditional rewards schemes in the hospitality industry, and instead value guest loyalty and behaviour, enabling all to earn points on the things they love. Fridays is committed to using data and insights to inform its strategy to ensure ongoing growth and loyalty of its customers.

Rhiannon Scarlett, Chief Marketing Officer, comments: “We are extremely proud to announce the ‘Stripes Programme’ at Fridays, as a continuation of our rebrand. The scheme enables us to reward individuals’ behaviour rather than just what they spend in store. We want everyone to reap the benefits of being their true selves when they visit Fridays and encourage everyone to show their stripes’.

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.



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 history 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

Media contacts: Merridy Valentine - Boldspace

merridy.valentine@boldspace.com