

Flippin bun-believable! Fridays asks: Have you been eating burgers wrong your whole life?

- On National Burger Day - Fridays' burger experts claim the best way to eat a burger is actually 'upside down' as the thicker top bun soaks up the burger juices
- Fridays has partnered with Charlotte Worthington, Olympic BMX gold medallist and former chef, to test out the wildest ways burger fans can 'flip it'



[Charlotte Worthington's gravity defying burger stunts]

26th August 2021: Burger connoisseurs at Fridays are encouraging the nation to try flipping their burgers this National Burger Day on Friday 27th, eating them upside down to experiment with the flavour.

Fridays has been investigating the rumours that flipping a burger and eating it upside down can actually improve the taste. With a thicker bun underneath to absorb the juices from the burger, it's a clever way to keep the flavour in.

To encourage the British public to 'flip it' this National Burger Day, Fridays is excited to have partnered with Charlotte Worthington, BMX freestyle Olympic gold medallist and

former chef to inspire. Charlotte swapped her BMX kit for Fridays red and white stripes and took 'flipping it' to the extreme as she back flipped over burgers and even tried eating them while upside down herself at Adrenaline Alley in Corby, her home training park. Video of Charlotte's stunts can be viewed at Fridays YouTube channel here, and is downloadable from [here](#).

Speaking about the challenge, Olympic Gold Medallist & BMX champion, Charlotte Worthington, said: "I had so much fun getting the chance to flip burgers on my bike for once, rather than as a chef! While I can't recommend burger fans try eating a burger upside down mid BMX run, I can say that flipping your burger is a revelation. Give it a go!"

A Fridays burger expert said: "The reason that many say a burger tastes better when eaten 'upside down' is that the top bun is thicker. So, flipping your burger means that there is more bread underneath to absorb the juices and flavours from the burger and toppings as you bite into it. It also means that your tongue meets the toppings first and the burger second. Whether that tastes better to you is down to personal preference - so give it a try and let us know what you find!"

[Fridays' new 'best ever' burger range](#) features something for everyone. Loaded with quality, the new range includes new and improved steak burger made from Red Tractor farm assured 100% British beef and served in new soft brioche style seeded buns with house fries. Whether it's the 'Towering Inferno' for those who prefer a spicy kick, 'Filthy Rich' for fans looking for pure indulgence, or 'To Vegan and Beyond' with its plant-based goodness, Fridays is excited for fans to 'meet' the new line-up. The full new burger line up can be viewed on the Fridays website.

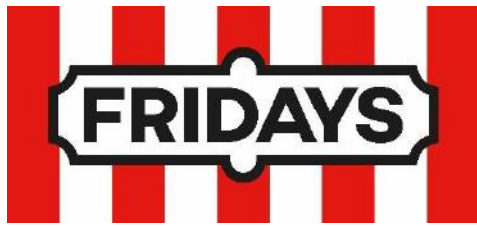
Speaking about the Flip It Challenge and Fridays' new menu, Robert B. Cook, Fridays CEO, said: "Our new range is full of new and exciting flavours and our new brioche style buns were chosen for their ability to soak up all the juices a good burger produces, as well as their taste. So, if you're a burger fan, get down to Fridays and let us know what you think by posting your verdict on social media using #FlipItChallenge. Who knows, if enough of you agree we may even look into how we could start to serve burgers 'upside down'!

ENDS

NOTES TO EDITORS

Follow @tgifridaysuk on social media to get that Fridays Feeling 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 & 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.

www.tgifridays.co.uk

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