

## 63rd+1st scoops first industry award win for 'Best New Concept'

- Hostmore's new bar + restaurant brand, 63rd+1st, has won 'Best New Kitchen Concept' at the 2021 Food Service Equipment Journal Awards
- Judges heralded the New York influenced menu which showcases a selection of sharing plates, salad bowls and entrees



*[Managing Director of Flacon Foodservice Equipment presenting the award to General Manager of 63rd+1st Cobham, Mark Evason]*

**24<sup>th</sup> September 2021:** 63rd+1st, the new cocktail led bar and restaurant launched by Hostmore Group, picked up its first industry award last night, reining victorious in the 'Best New Kitchen Concept' category.

Beating four others in their category, 63rd+1st was heralded for its New York-influenced menu that includes a selection of sharing plates, salad bowls and entrees with a focus on quality and provenance.

The news came on the same night that the brand's second venue in Glasgow, Scotland celebrated its opening night.

**Mark Evason, General Manager of 63rd+1st, said:** "What a great award and it's so exciting to be celebrating with our industry peers after what has been a tough 18 months. We are proud of this amazing concept and are excited about the future for the brand."

Visit [www.63rdandfirst.co.uk](http://www.63rdandfirst.co.uk) for more information.

**ENDS**

## NOTES TO EDITORS

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### About 63rd+1st:

# 63rd+1st

63rd+1st is a new, design led cocktail bar and restaurant from. The first location opened in Cobham, Surrey, in May 2021 with the second location in Glasgow, Scotland opening on 24<sup>th</sup> September 2021. Further expansion plans will be unveiled later this year with the next location confirmed in Harrogate, North Yorkshire.

63rd+1st has been inspired by the original TGI Fridays in New York, which opened on the corner of 63rd Street and 1st Avenue in 1965 by iconic salesman and restaurateur, Alan Stillman. His vision was to create a place that attracted the career crowd, and within a week it was so popular with hordes of singles that it had to be roped off by police.

Our plus symbol represents these origins as the place where two roads meet, and demonstrates the philosophy of doing more for our guests.

In 1987 Tom Cruise filmed 'Cocktail' in the original bar having been trained by TGI Fridays bartenders. 63rd+1st is a celebration of a unique heritage and bar expertise, with a modern twist, aimed at young professionals and those with a nostalgic affection for the Fridays brand.

[www.63rdand1st.co.uk](http://www.63rdand1st.co.uk)

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