

Fridays opens new restaurant in Lincoln

- Opening in stages, the restaurant will be ready to welcome guests for indoor and outdoor dining from 19th May, with fans able to pre-book now
- Guests will be greeted with the brand new Famous at Fridays food & drink menu



[Fridays' Lincoln exterior and interior]

10th May 2021: Fridays has today announced its highly anticipated and brand new restaurant in Lincoln will open its doors and invite guests to enjoy fantastic food & drink from Wednesday 19th May.

In line with government guidelines, the restaurant, which is located on the High Street, will open for indoor and outdoor dining with COVID-19 safety measures in place to safeguard both its guests and its team. Fans are encouraged to pre-book on the Fridays website now in order to guarantee their table and enjoy the new restaurant.

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, it's making Fridays famous again and proudly celebrating its unique heritage by displaying those iconic red and white stripes which were inspired by the Barnum and Bailey Circus, the greatest show on earth.

The interior design of the new Fridays in Lincoln sees a perfect blend of famous nostalgia and modern, contemporary design. Each with their own unique story, the rowing scull, giant propeller, peacock and tiffany lamps all feature in a space that's designed to create atmosphere and emotion.

The company is proud that the opening has also brought 35-40 full and part time jobs to the Lincoln area.

Robert B. Cook, Fridays CEO, said: “We are beyond excited to open our new restaurant in Lincoln and invite guests to celebrate the easing of lockdown with us. Opening Fridays Lincoln is a key part of our strategy moving forward as we invest in the local area and continue to grow Fridays after what has been a tough year for all businesses.

We’re also pleased that the restaurant will showcase a new which celebrates our unique heritage. We have invested in the return of classic dishes made with quality ingredients. We are re-energising our iconic bars where new and classic cocktails handcrafted by our expert bartenders bring excitement and theatre, all of which will be complemented by consistently brilliant Fridays service.”

Fridays was built around the excitement and expectation of a Friday and never has the Fridays Feeling been more important. Whether you’re out for a date, girls night or a family dinner, you’ll get that Fridays Feeling no matter the day of the week.

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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