

Hostmore plc Launches Trial of First Quick Service Restaurant, 'Fridays and Go'

- Fast, casual service is the priority at Fridays And Go, which will be authentically Fridays with a menu delivering all the famous Fridays' classics and celebrating that same 'All American' feel
- The new quick service restaurant, which is the first pilot site in the UK, is expected to open in Dundee, Scotland in March 2022



[A selection of 'Fridays and Go' menu items]

19th January 2022: Hostmore plc ('Hostmore'), the growing hospitality business with current operations focused on Fridays and 63rd+1st, announces it is trialling its first 'Fridays and Go', its new fast casual Quick Service Restaurant ('QSR') concept, after securing its first site in Dundee.

The trial, which will launch in Reform Street in Dundee in March, is Hostmore's first step into this expanding QSR market.

Recognising growing consumer demand for the 'grab and go' market, Hostmore has developed 'Fridays and Go' as a new customer proposition and a valuable diversification of its growth strategy and brand development.

Whilst Hostmore's focus remains on developing its core Fridays and 63rd+1st restaurant and cocktail bar sites, with four new sites currently in development, once the QSR model has been trialled successfully, Hostmore intends to roll out multiple sites across the UK with the aim of operating potentially up to 30 sites in the next three years.

'Fridays and Go' will be authentically Fridays, with a menu delivering all the famous Fridays' classics and sites offering that same 'All American' feel, designed with the iconic red and white stripes. Highly digitised with touch screens offering order and pay technology, the new QSRs will offer an excellent customer experience with a focus on speed, efficiency and execution.

The new, smaller format stores will also have delivery capabilities, doubling up as 'dark kitchens' to deliver QSR food and drink via third party aggregators.

Robert B. Cook, Chief Executive Officer of Hostmore, commented: "We are always looking to offer customers new experiences under the Fridays umbrella, and we are hugely excited to be trialling 'Fridays and Go', bringing the authentic Fridays experience to customers wherever they go.

We see this as a significant opportunity for us to enter the "fast casual/grab and go" market across the UK, at a time when we are seeing the growth of the electric vehicle market driving changes in consumer requirements and meaning longer dwell time at service stations and forecourts.

We are well positioned to continue exploring further opportunities with our current brands and beyond as we come out of the pandemic in a strong position, with a healthy pipeline of new sites for both Fridays, Fridays and Go and 63rd+1st, and we have an appetite for new ventures as they present themselves."

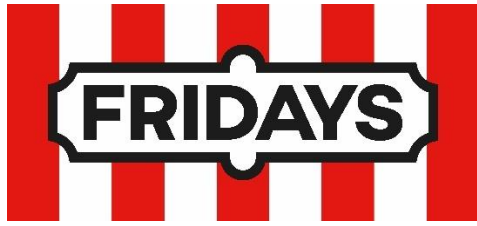
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NOTES TO EDITORS

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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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