

TGI FRIDAYS

AMERICAN RESTAURANT & BAR

# THE BRAND



THE BRAND

THE PEOPLE

THE PRODUCT

THE PROMOTION

THE PLACE

THE PROPOSITION



**FRIDAYS DIDN'T INVENT FUN, BUT  
WE'VE PERFECTED IT...WITH 800+  
RESTAURANTS IN 55+ COUNTRIES**

# WHAT IS FRIDAYS?

- \\ An American Bar & Grill where the spirit of Friday night is on tap, whenever you want it
- \\ A social hub for adults and families to have fun – day and night
- \\ A dining experience of wonderful dishes made from fresh, high-quality ingredients and hand-crafted cocktails
- \\ An iconic global brand and culture with a trusted formula for success



**WHAT'S THE WINNING RECIPE  
THAT'S BROUGHT IN  
130+ MILLION GUESTS  
PER YEAR AND GROWING?**

**CRAVEABLE, SHAREABLE FOOD AND DRINKS IN A PLACE THAT FEELS LIKE YOUR FAVORITE CORNER BAR – WITH SOME THRILLING TWISTS.**

We're serious about continuously improving our menus, promotions and restaurant designs, but our mission will always be to give our friends a Happy Friday every day of the week.

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# THE PEOPLE



# WHAT ALL FRIDAYS PEOPLE HAVE IN COMMON:

- \\ Pride
- \\ Passion
- \\ Personality

Fridays people consistently do what they do best: inspire guests to come back for more. Once we've found our talent, we offer proven training programs on service style and customized Guest experience so that every Team Member can shine.

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**FRIDAYS SERVICE STYLE LEADERSHIP – LEADING FROM THE FRONT**  
 We're defining the future of management

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**THE BAR IS CENTER STAGE,  
AND OUR TEAM MEMBERS  
ARE THE STARS.**



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**WHEN YOU MIX AWARD-WINNING  
BARTENDERS, A FRIENDLY  
ATMOSPHERE, CRAVEABLE FOOD,  
GREAT MUSIC AND ONGOING  
PROMOTIONS AND EVENTS,  
YOU'VE GOT THE RECIPE FOR A  
REALLY GOOD TIME—ONE THAT DRIVES  
SALES AND PROFITABILITY.**

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**BACK OF HOUSE TEAM MEMBERS MAKE SURE ALL THE INGREDIENTS FOR FUN ARE IN PLACE. FRONT OF HOUSE TEAM MEMBERS DELIGHT IN CRAFTING UNFORGETTABLE GUEST EXPERIENCES.**

Our chefs work their magic from our open kitchen, where Guests can see their orders come to life.

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THE PATH TO FRIDAYS CULTURE STARTS HERE.

# FRIDAYS PEOPLE LIE AT THE HEART OF OUR SUCCESS

- \\ Where can you learn what Fridays culture is all about?
- \\ What keeps Fridays an industry leader, year after year?
- \\ How is it built into the everyday operations?

**WE'LL SHOW YOU...**

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## PROGRAMS

Restaurant Manager Essentials

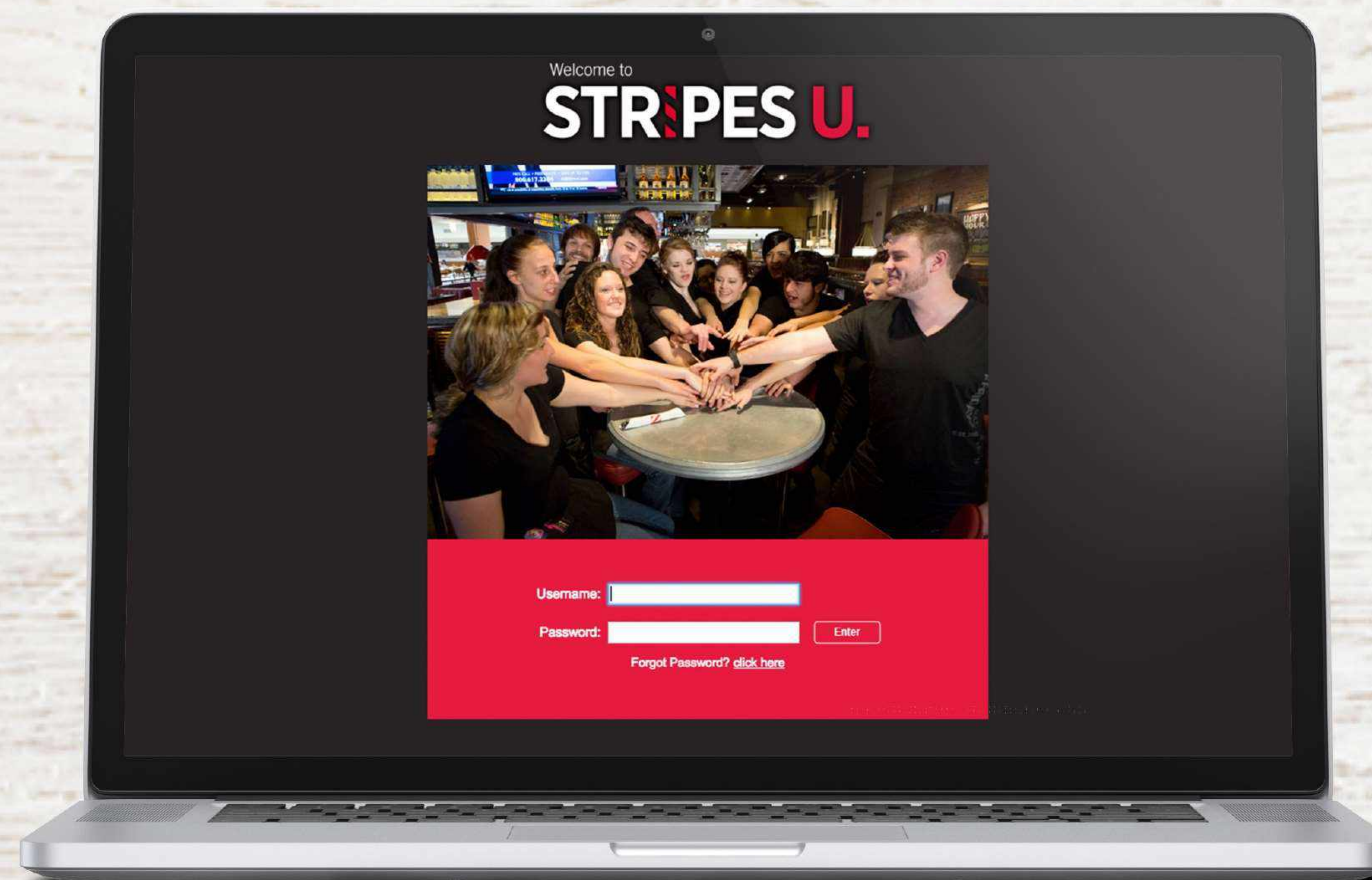
Leadership that Rocks

Kitchen Manager Essentials

Culinary Pride

Bar Manager Essentials

Best Corner Bar in Town (BCBIT)

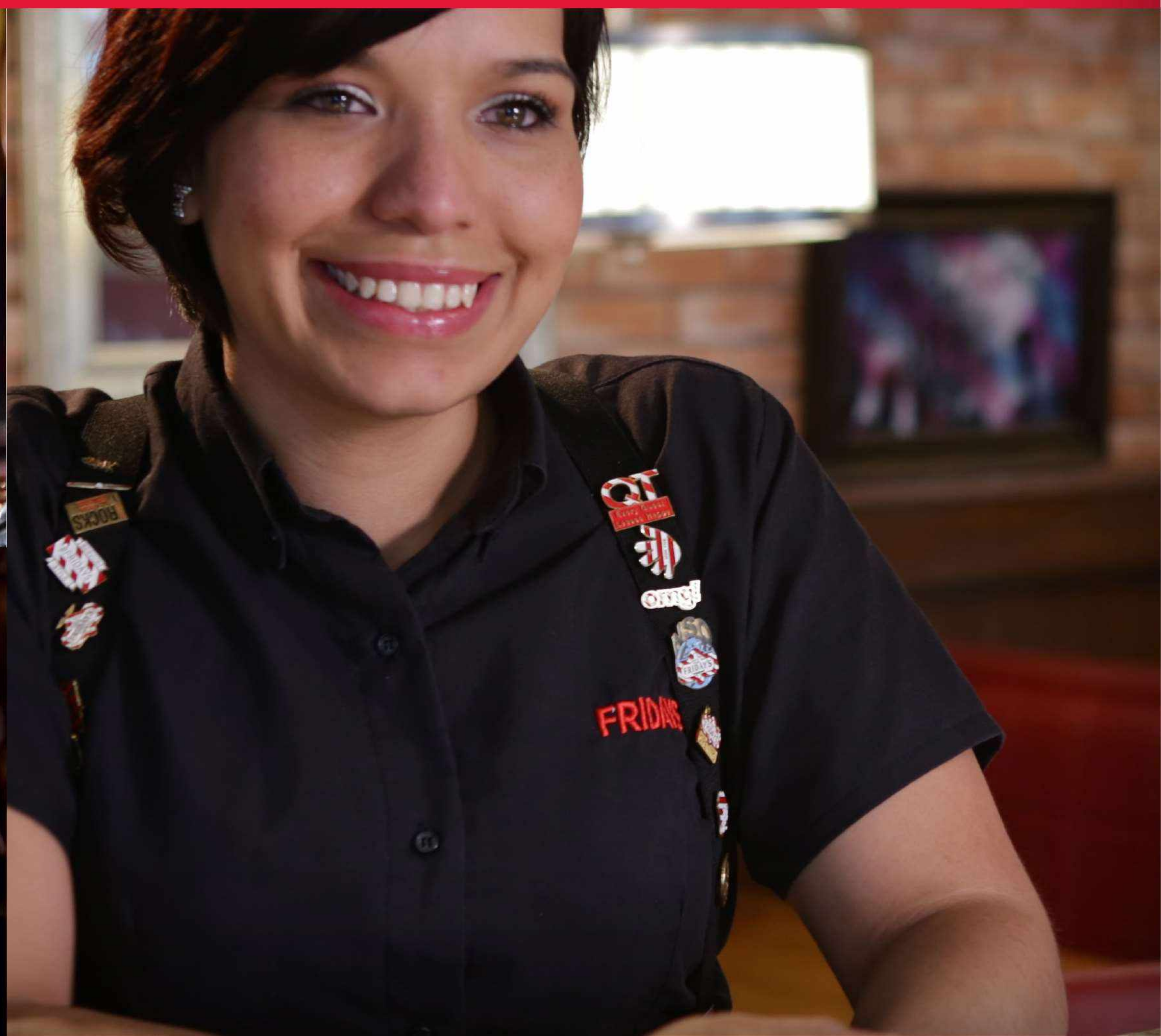


## STRIPES U

Our extensive training programs, seminars, workshops, and support guides give you powerful tools that help you turn new hires into authentic brand ambassadors.

## CELEBRATING EXCELLENCE & PASSION

Through awards like The True Believer, Myrna, Fridays Pin & Patch Recognition Program, and more – we never miss a chance to recognize those who live the brand.





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## MENU STRUCTURE

# WE'RE EXPERTS IN AMERICAN CASUAL DINING—**WORLDWIDE**

With decades of experience in over 60 countries, we know what works. Our menu standard combines American Classic, Contemporary and Local options ensuring that every Guest can order craveable food to match their taste.

PRODUCT CATEGORIES

**MULTIPLE CATEGORIES OF  
FOOD TO CHOOSE FROM  
+  
OVER A THOUSAND RECIPES**

**=**

**FREEDOM TO INNOVATE**

**WHILE LEVERAGING FRIDAYS' PROVEN  
AND PROFITABLE MENU STANDARDS**



## APPETIZERS

Loaded Skillet Nachos and Spinach Dip are Classic, generously portioned teasers meant to be shared. Ahi Tuna Crisps and Tomato Feta Bruschetta signal even more delicious and Contemporary cuisine to come.





## GRILL

Our legendary Jack Daniel's-glazed lineup is a crowd-pleaser. When Guests crave succulently glazed, fall-off-the bone ribs, or all-natural chicken breast paired with crispy shrimp, they can always find finger-licking satisfaction at Fridays.

## UNFORGETTABLE BURGERS

Whether you feature our signature burger with a Jack Daniel's glaze, applewood-smoked bacon and melted provolone cheese, or our handcrafted and meatless Sedona Black Bean Burger, you can craft a Fridays Grill menu that drives profitability—anywhere.





## DESSERT

Authentic New York Cheesecake, Mocha Mud Pie Pops, Brownie Obsession, and Coconut Mango Pannacotta, are just some of sumptuous options that franchisees include in their menus to round out every meal.





## SOURCING SUPPORT

**STRATEGIC SOURCING** ENSURES THAT  
**GUESTS ENJOY CONSISTENTLY HIGH QUALITY  
FOOD THAT'S ALWAYS FRESH & DELICIOUS**

All franchisees receive training and support to be in compliance with Global Best Practices, plus the opportunity to feature up to five local menu items that showcase locally sourced ingredients.

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**WE CONTINUE TO  
RAISE THE BAR**



# NEW CLASSICS

From the bar to the burgers, our chefs and bartenders continue to serve up **CREATIONS THAT FEEL SIMULTANEOUSLY CLASSIC AND NEW.** Comfort food you've never had. Traditional cocktails with a twist that catch you off guard and leave you looking forward to the next round.

**WE FILL TABLES AND HEARTS  
EVERY DAY, WORLDWIDE. USE OUR  
EXPERTISE TO YOUR ADVANTAGE.**

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# THE PROMOTION





## TIMING IS EVERYTHING

From promotions to new menus, we help you get what you need when it matters.



**POWERFUL TOOLS LIKE OUR PROMOTIONS LIBRARY GIVE YOU UNPARALLELED ADVANTAGES OVER YOUR COMPETITION.**



**NEXT-GEN MANAGEMENT SYSTEMS  
SAVE TIME AND FUEL GROWTH**

**OUR STAR CHEF PROGRAM GIVES YOU  
REAL-TIME ACCESS TO OUR DATA.**

In partnership with Fourth, the leader in global cloud-based recipe management systems, franchisees in over 50 countries can easily search our entire recipe database and build menus with confidence. We support our Fridays family with the latest in hospitality technologies to ensure your success.

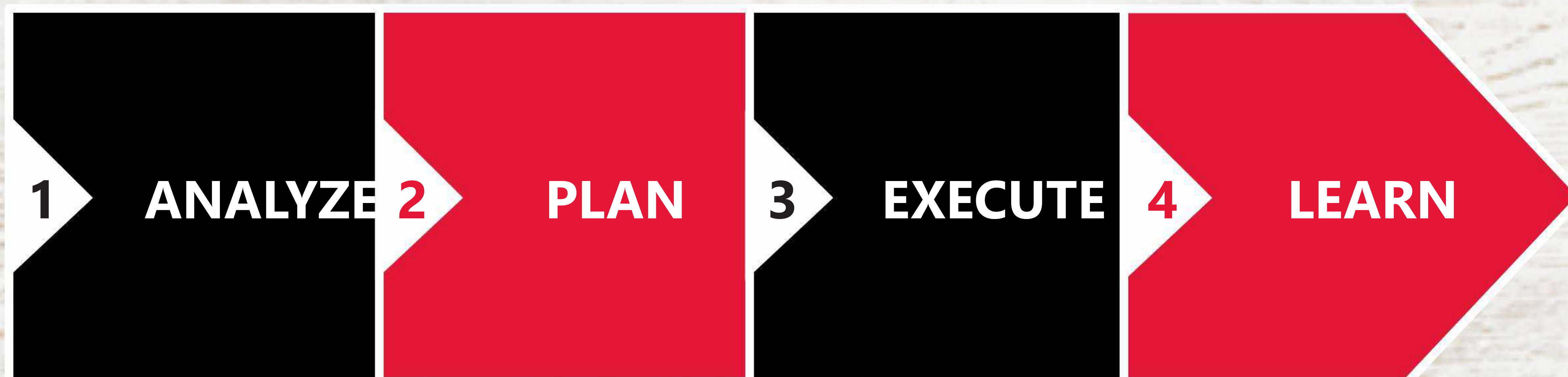


# LAYERED MARKETING CALENDAR

	June	July	August	September	October	November	December
<b>Main PY Promotion</b>	BURGERS&SHAKES Media: Budget:		WINGS AND BEER FOR \$20 Media: Budget:		JD COMBOS Media: Budget:		
<b>Main CY Promotion</b>	EXTREME TACOS Media: Budget:		ENDLESS APPS Media: Budget:		STEAKHOUSE SUPREME Media: Budget:		
<b>2nd CY Promotion</b>	TEQUILA Media: Budget:			CRAFT BEER (OCT-FEST) Media: Budget:		HAPPY HOUR Media: Budget:	
<b>In-Store CY Promotion</b>	\$3-4-5 HH Media: Budget:		\$5 WINGS Media: Budget:		BOTTOMLESS SANGRIA Media: Budget:		
<b>Special Events</b>		COPA AMERICA Media: Budget:		BACK TO SCHOOL Media: Budget:	OCT FEST Media: Budget:	H-WEEN Media: Budget:	XMAS/NYE Media: Budget:

RUN YOUR BUSINESS LIKE **IT'S FRIDAY EVERY DAY OF THE YEAR.**

OUR DEDICATED SUPPORT CENTER TEAM MEMBERS CAN HELP YOU GET THERE.



**WHEREVER YOU ARE, WE HELP YOU GROW.**

It's in our best interest for you to succeed. Take advantage of our Dedicated Support Center staff who help franchisees strategically leveraging market information specific to your region to improve performance year after year. Our four step planning process gives you a clear path to profitability.

# MILLENNIAL-MINDED STRATEGY TAKES YOUR **SOCIAL MEDIA PLAN** TO THE NEXT LEVEL

From an Instagram Advertiser's Playbook to social media workshops, we help franchisees launch impactful social media campaigns and increase engagement in their market with our comprehensive Social Media Tools.

IT'S ALL ABOUT **CONTINUED INNOVATION**  
AND AN **UNPARALLELED DEVOTION TO**  
NOT JUST STAYING A STEP AHEAD OF THE  
TRENDS, BUT **CREATING THEM.**

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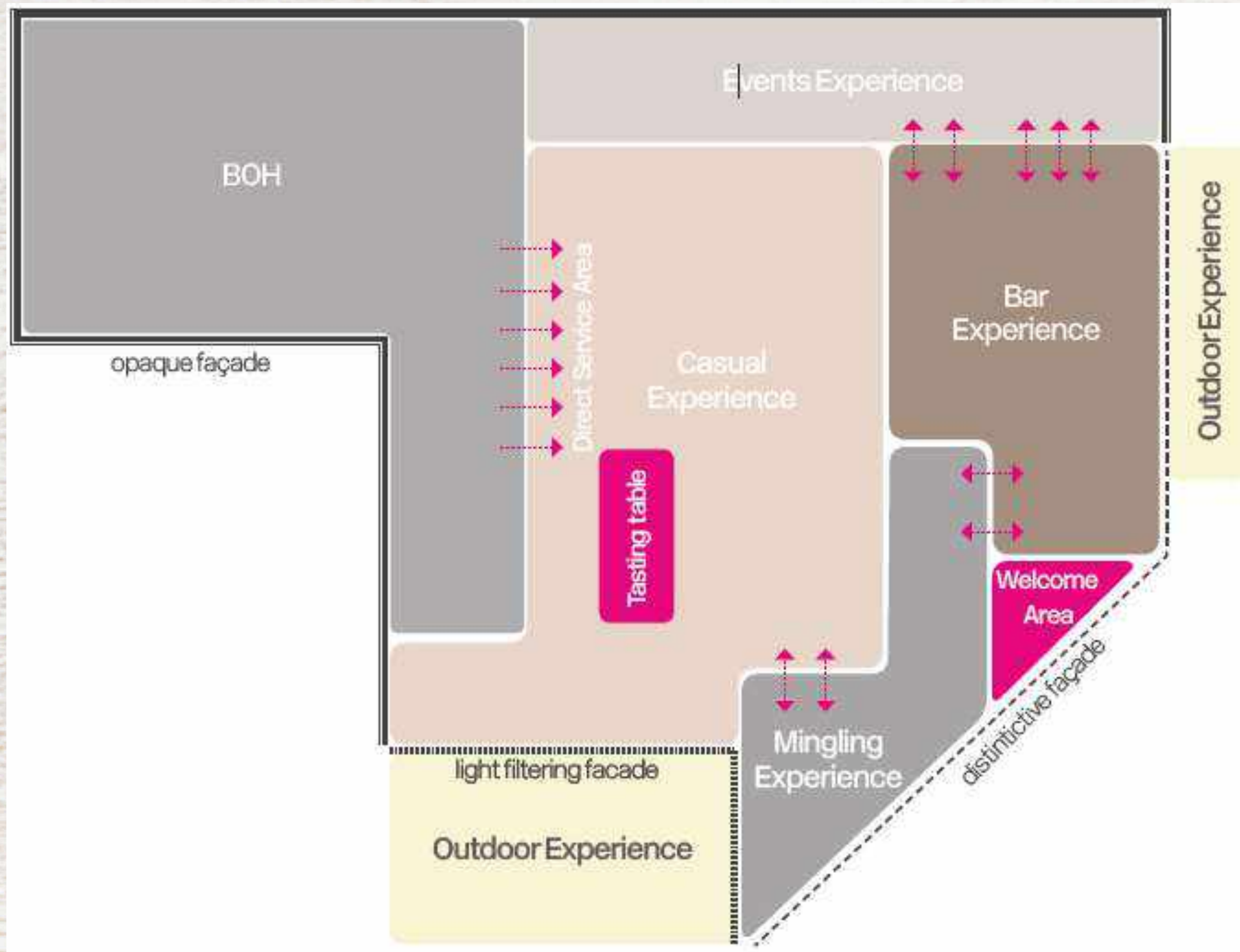
# THE PLACE



# EVERY FRIDAYS HAS ITS OWN UNIQUE PERSONALITY, DESIGN, AND FLAIR

- \\ Flexible floor plans provide many options that take full advantage of your space....from 220SM to 650SM
- \\ No matter your location, every Guest has the best seat in the house.
- \\ Everyone knows a Fridays restaurant when they see it, but you'll never see the same Fridays twice.

# CONSISTENTLY DESIGNED IN UNIQUELY DIFFERENT CONFIGURATIONS WITH A ZONING APPROACH...



# BAR EXPERIENCE



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# CASUAL EXPERIENCE

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# BOH – OPEN KITCHEN

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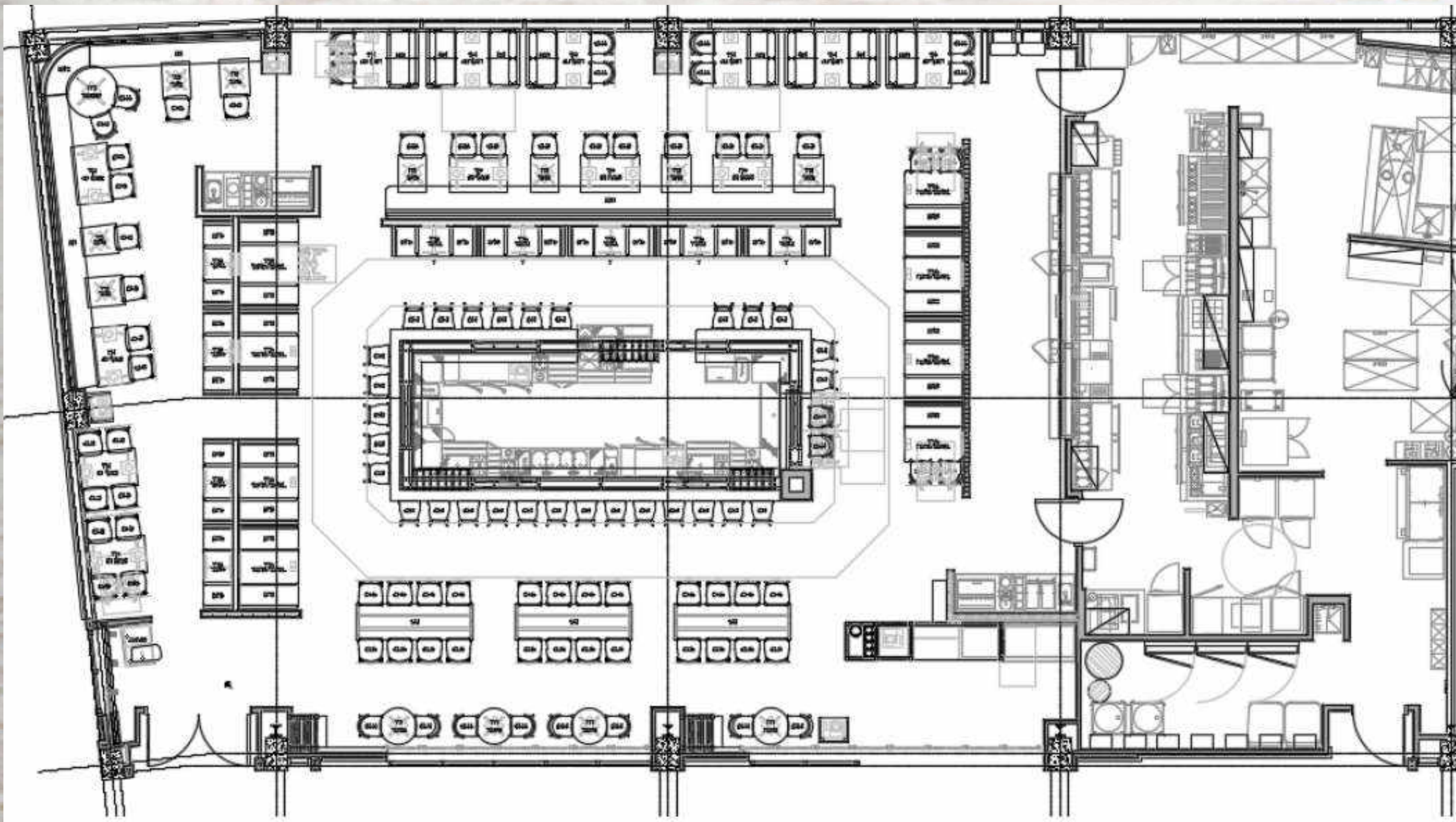
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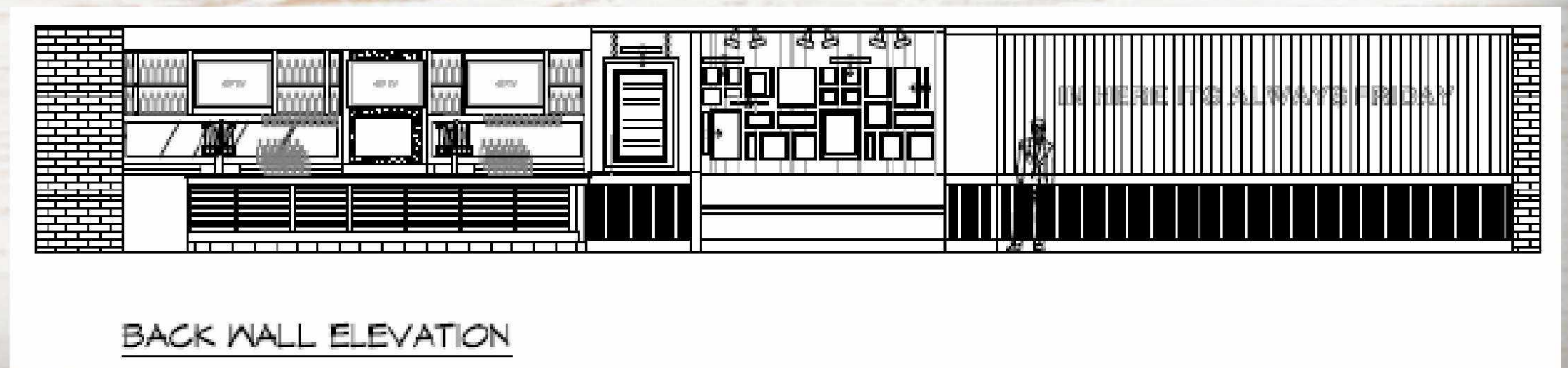
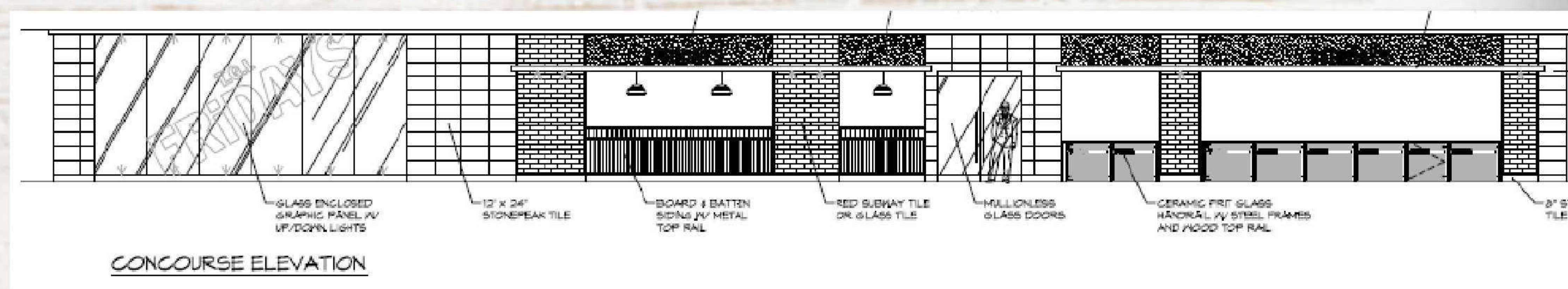
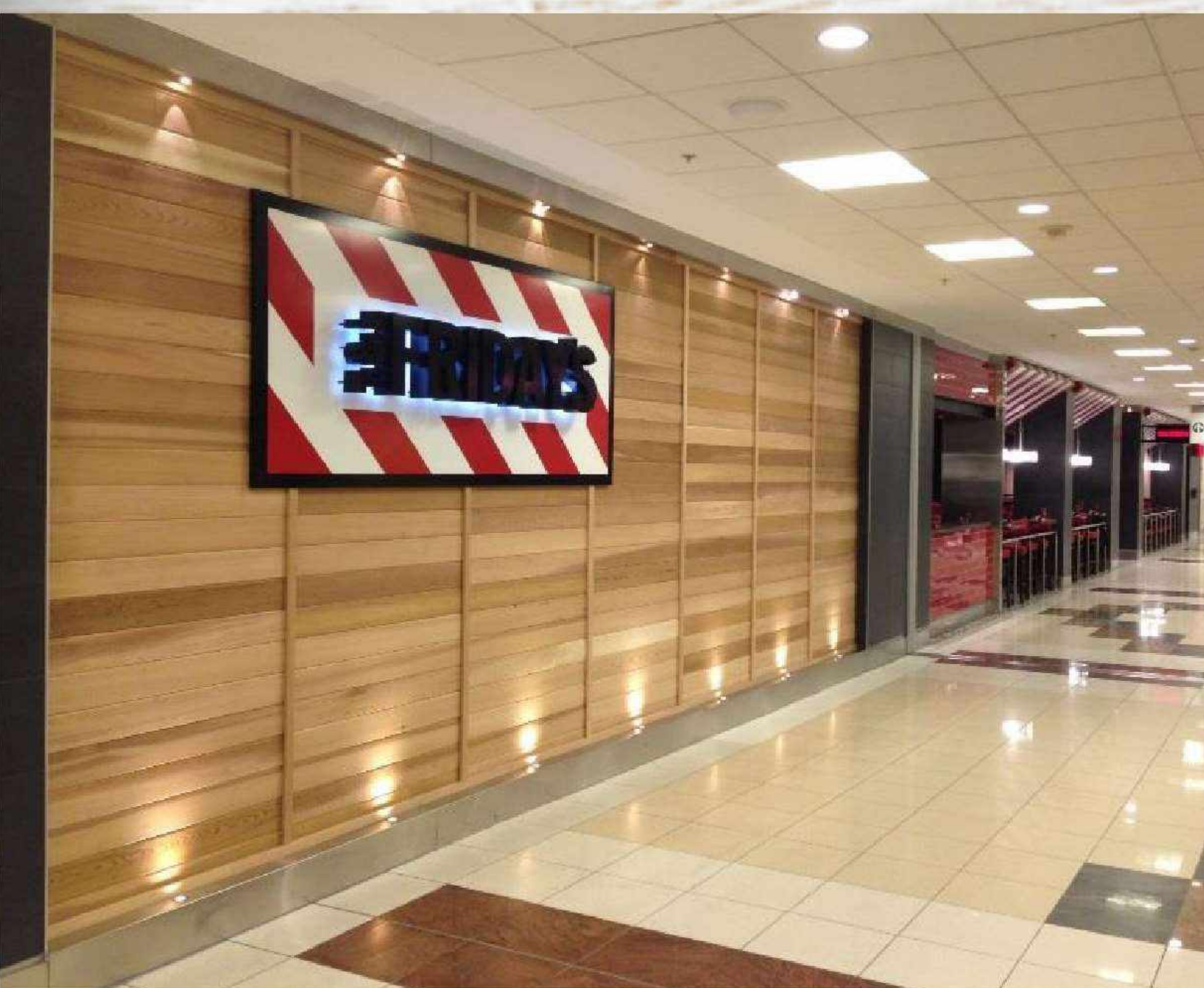
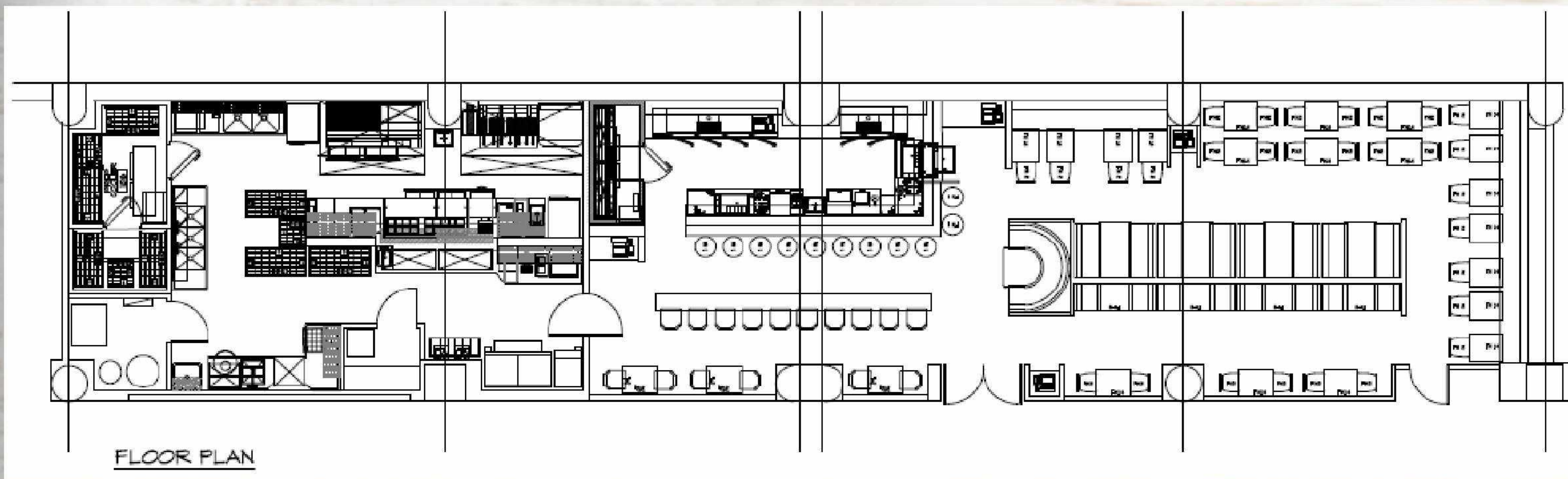
Area:  
5249 Sq Ft./488 Sq M  
Total Seat Count:  
189 Seats



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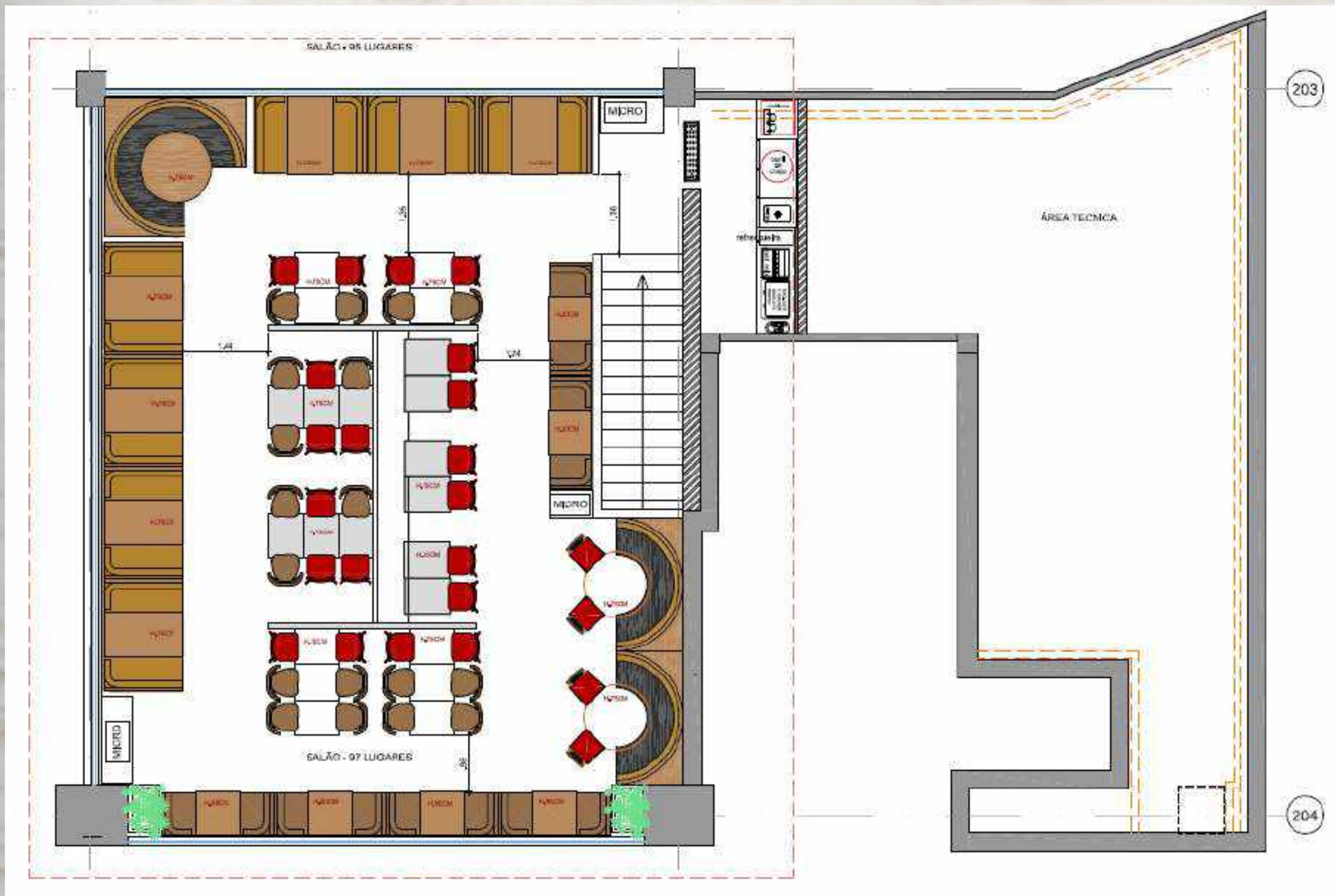
# FLEXIBLE LAYOUT EXAMPLE: LINEAR

Area: 3277 Sq Ft./304 Sq M  
Total Seat Count: 134 Seats

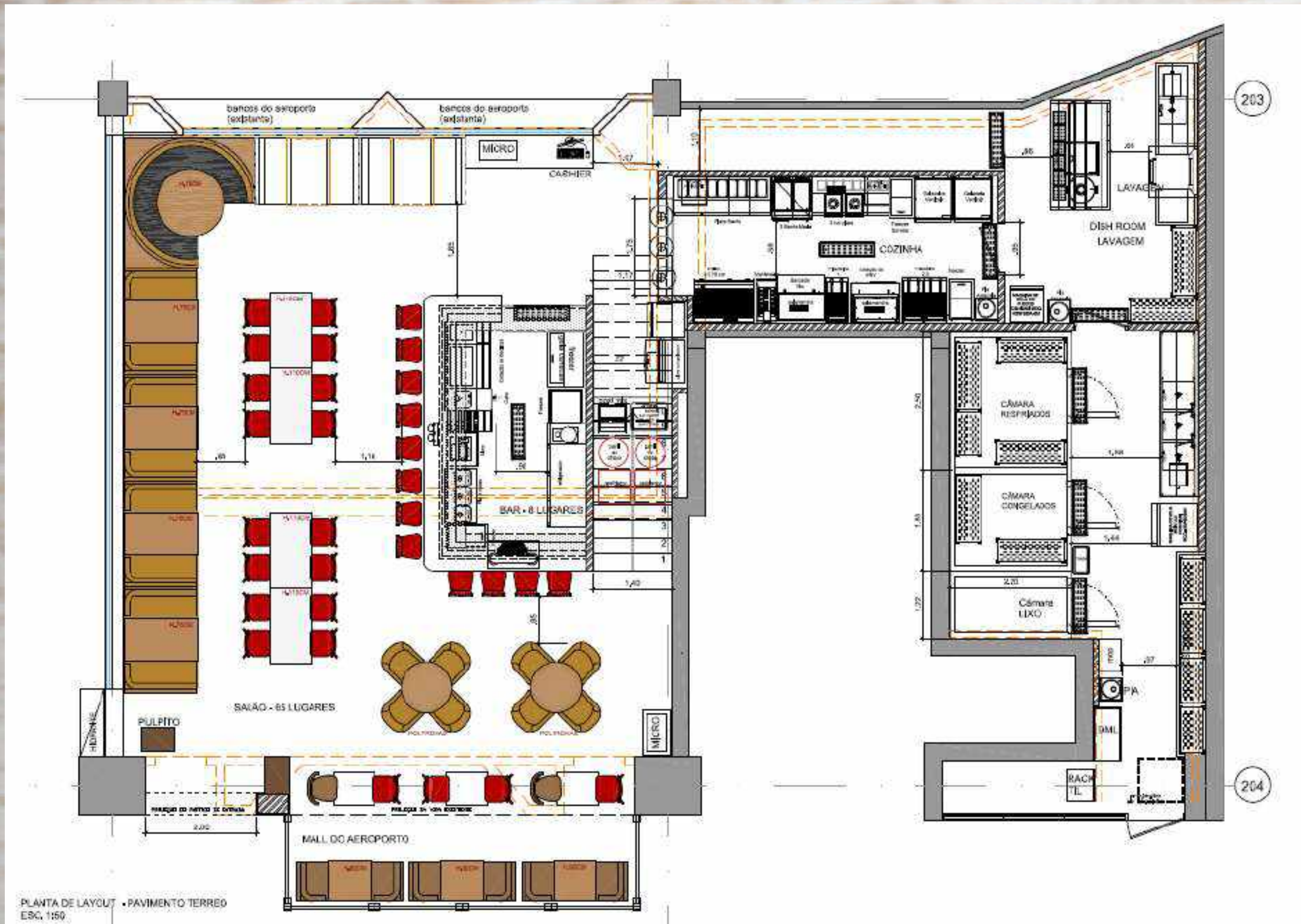


4563 Sq Ft./424 Sq M  
Total Seat Count:  
152 Seats

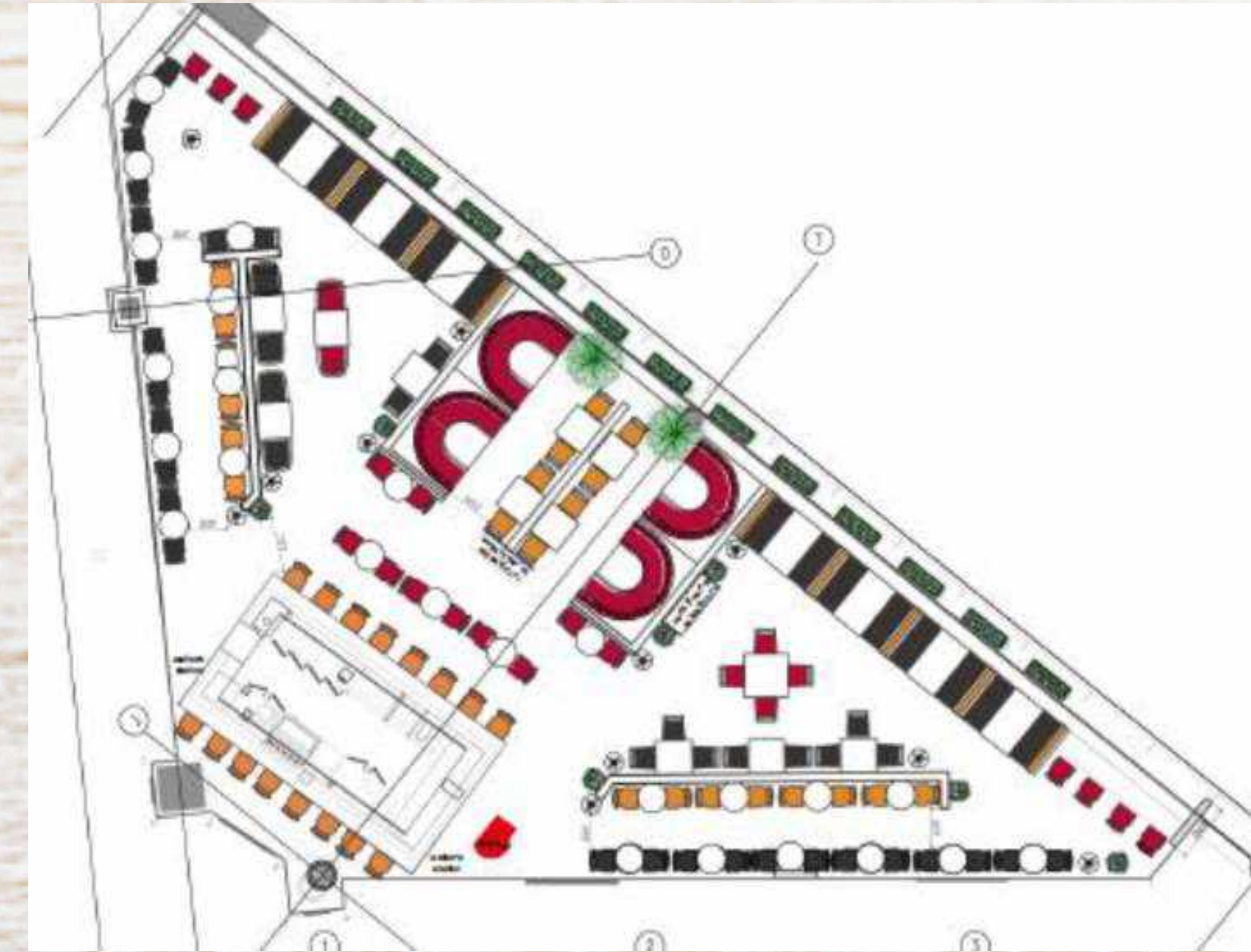
### Mezzanine Level



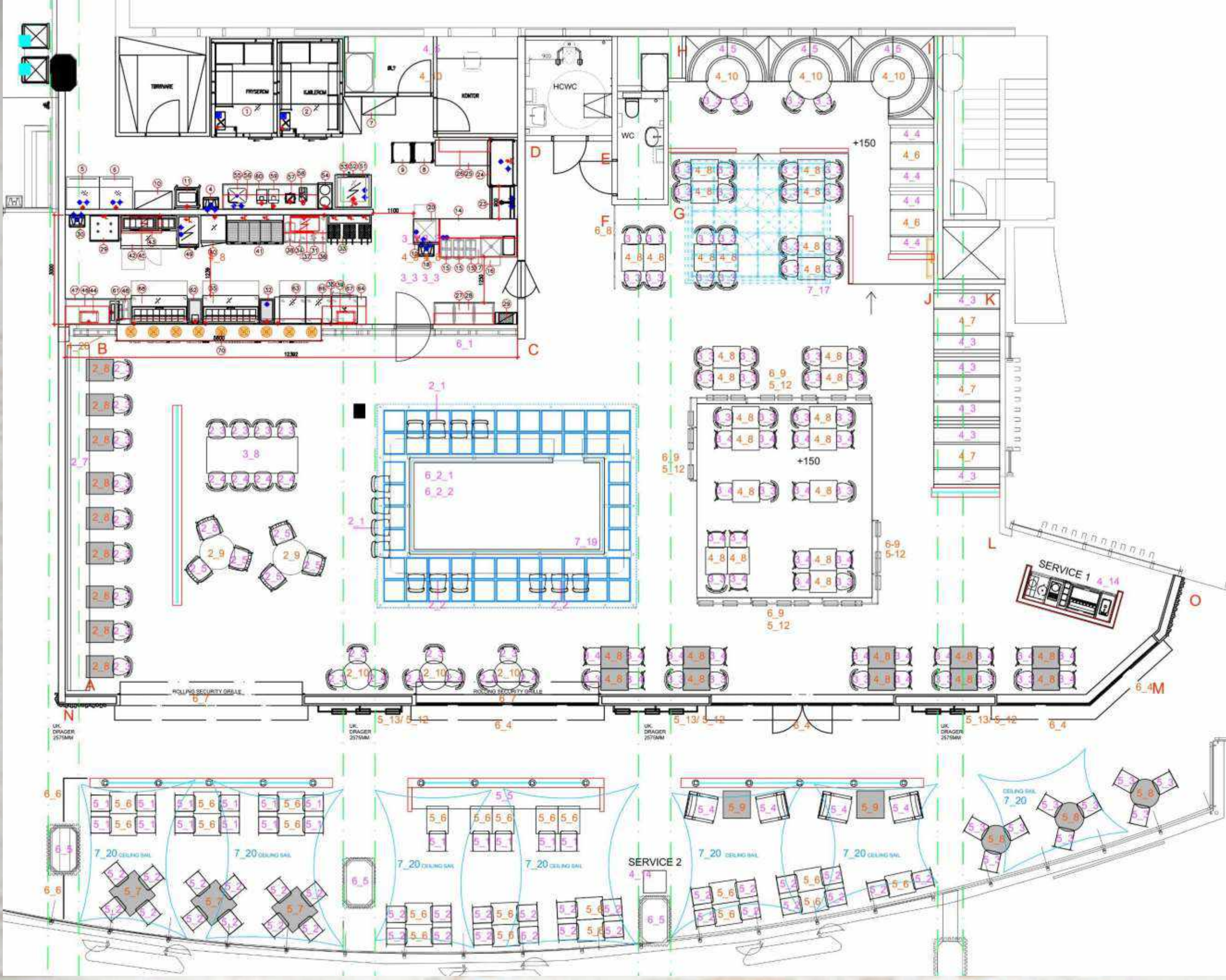
### Ground Level



Area:  
2368 Sq Ft./220 Sq M  
Total Seat Count:  
145 Seats



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Area:  
6081 Sq Ft./565 Sq M  
Total Seat Count:  
230 Seats



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**OUR FOOD, DRINKS AND LAYOUTS –  
EVERYTHING GETS TAILORED TO ENSURE  
YOUR FRIDAYS IS THE EPICENTER OF  
AUTHENTIC, IRRESISTIBLE AMERICAN FOOD,  
KILLER DRINKS, AND LEGENDARY NIGHTS.**

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A photograph of a man and a woman sitting at a bar. The man is on the left, wearing a light blue patterned shirt, smiling broadly. The woman is on the right, wearing a dark green top, smiling gently. In the foreground, there are several glasses of beer on the bar counter. The background is a blurred bar setting with other patrons.

**THIS WAS JUST  
THE APPETIZER**