

TGI Friday's Restaurants

T.G.I. Friday's Restaurants have become synonymous with end-of-the-work-day leisure time—enjoying a strawberry daiquiri, loaded potato skins, Jack Daniel's Grill and fun times with friends or family. The global restaurant chain includes both company-owned and franchised restaurants catering to working 21–49-year-olds in urban and suburban areas alike, and provides great tasting food and beverage in a fun, exciting, and friendly atmosphere.



In 1965, successful salesman Alan Stillman opened the first T.G.I. Friday's restaurant on Manhattan's Upper East Side. He designed the restaurant as a “pickup” joint—a fun, safe, vibrant place for single, professional men and women to meet and relax at the end of the day. The concept took off right away, and some credit it largely for the singles bar scene that transformed the American social landscape throughout the 1970s and 1980s. First-year revenues for the bar and eatery were more than \$1 million.

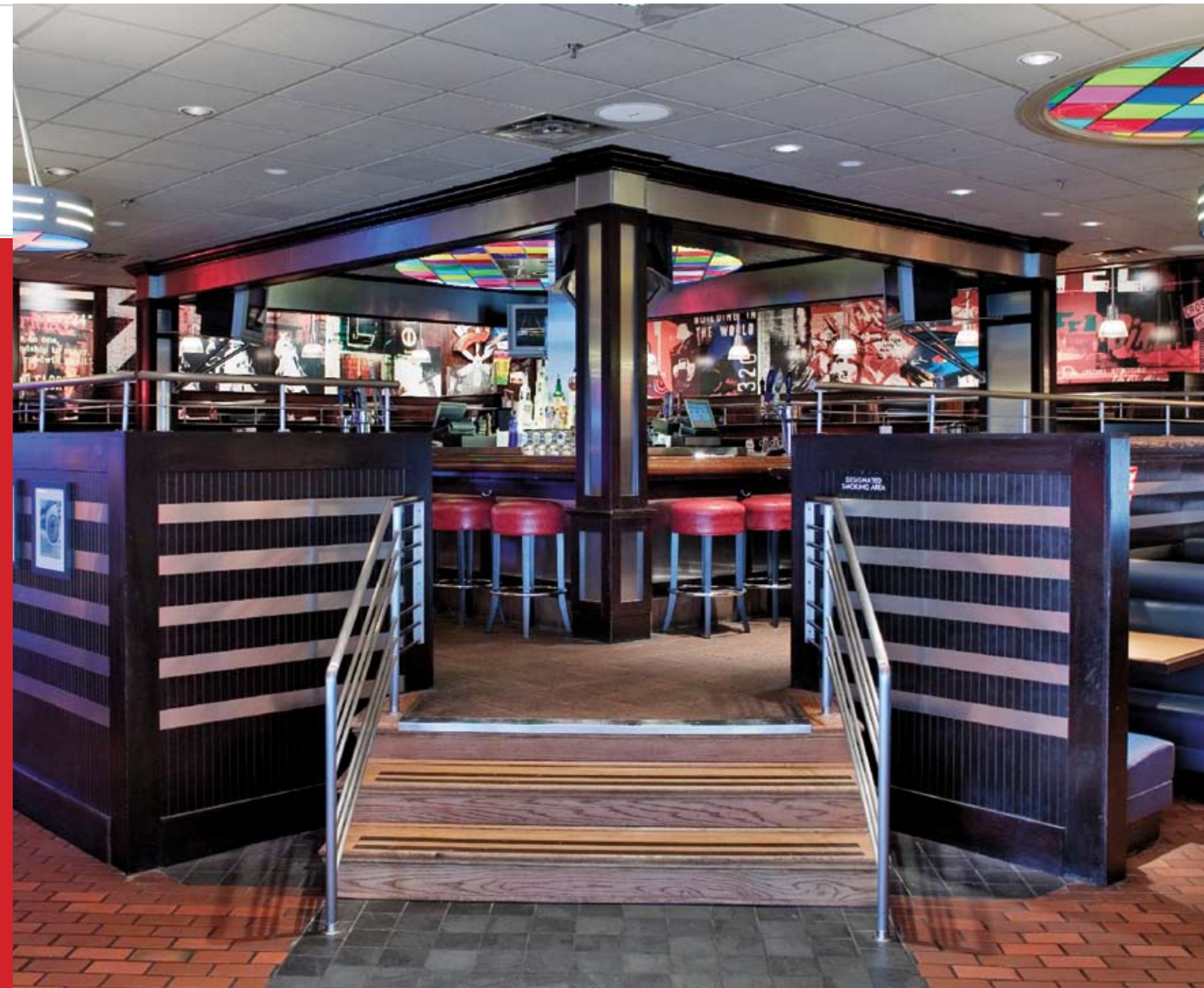
By 1984, there were 105 T.G.I. Friday's restaurants, and the following year the chain went international, opening branches in Birmingham, England, and then London's Covent Garden district, with a restaurant that soon became the highest-dollar-volume store in the chain. By 1989, there were restaurants in Asia. By 1993, there were 243 Friday's restaurants in the United States and 20 more restaurants abroad. The company began to invest in national network media, including radio, billboards, local and national print, and coast-to-coast exposure through network television ads.

The T.G.I. Friday's brand has always been an innovator and a leader in the casual dining industry. The brand was the first to open an American casual dining restaurant in Moscow, Russia, in 1997. In 2003, T.G.I. Friday's restaurants was the first national casual dining restaurant chain to partner with Atkins Nutritional Approach to offer low-carb menu items, part of the chain's efforts to meet changing, modern needs. In 2005, it became the first American casual dining chain to reach the milestone 40th anniversary. In 2007 T.G.I. Friday's restaurants became the first American casual dining chain to offer guests a choice when it comes to dining out—smaller portions at a smaller price, all day, every day.

Innovators must continue to innovate. That's what the T.G.I. Friday's brand did in 2002 when it launched an entire brand revitalization. Company executives realized that the competitive landscape had dramatically changed, and the T.G.I. Friday's brand was losing its competitive edge. The decision was made to update the concept while still respecting the brand's heritage and value in order to appeal to younger guests and recapture the attention of lost customers. The revitalization was more than just paint and wallpaper. It was an entire rejuvenation of the brand that included redesigning restaurant exteriors and interiors, updating music format and uniforms, introducing a new menu layout and menu selections, enhancing the training program and modernizing technology. Friday's restaurants had a new, sleeker, more modern look—chrome fixtures, no kitsch—and customers, more enamored than ever of their frozen drinks and chicken wings, responded.

Today, with restaurants in 47 states and more than 56 countries, T.G.I. Friday's restaurants are equally popular with families and singles around the globe, winning awards and recognition for best place to work, best late-night restaurant, best happy hour, best burgers, best kids' menu, best appetizers, and more.

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Vital Statistics

Classic Product Jack Daniel's Grill

Established 1965

Founder Alan Stillman

Employees 59,000 (U.S.); 86,000 (Worldwide)

Annual Systemwide Sales \$2.7 billion