



Restaurant chain TGI Friday's launches NEW traybake desserts duo

14 April 2021: Well-known and loved restaurant chain TGI Fridays announces the launch of two treat cake desserts, available in-store and online from 12th April 2021, RRP £4.

TGI Friday's fans can rejoice as the famous restaurant chain has teamed up with Finsbury Food Group and supermarket Tesco to launch the duo, which features Chocolate Fudge Fixation and Chocolate Rocky Road treat cakes.

The delicious desserts can be enjoyed by Tesco shoppers this Spring, whether that's in the comfort of your own home, or, now as restrictions ease, at garden parties or picnic settings with family and friends.

The Chocolate Fudge Fixation traybake sees moist chocolate sponge topped with tasty toffee fudge buttercream swirl and hand decorated with fudge cubes, Belgian milk chocolate and carefully adorned caramel flavour curls.

Dessert lovers opting for the Chocolate Rocky Road traybake will find the same chocolate sponge but with a Belgian milk chocolate ganache frosting, topped with the iconic chocolate coated biscuit balls, marshmallows, chocolate curls and perfectly finished with a white chocolate flavoured drizzle.

Both treat cakes are 7" and serve eight people, retailing at £4.

Jordan McCann, Brand Manager for Finsbury Food Group, said: "We're incredibly enthusiastic about the launch with TGI Fridays, and already see huge opportunity to continue to add more exciting desserts in the future. After all, we could all do with that Friday's feeling!"

The treat cake desserts will be available in Tesco stores from 12th April, RRP from £4. The range will be rolled out across Asda and Morrison's from Summer 2021. TGI Friday's existing product extensions include a frozen range with Iceland, and a gift range including cocktail barware and fajita pans with Boots.

ENDS

- **Available in Tesco stores from 12th April, and will be rolled out across other leading retailers in Summer**
- **RRP £4**

Note to Editors:

For more information, please contact our team at finsbury@finncomms.com.

About Finsbury Food Group:

Finsbury Food Group is a UK incorporated company and a leading speciality bakery manufacturer, producing a diverse range of cakes, bread and bakery snack products for the major UK multiple retailers and the foodservice channel.



About TGI Fridays:

In 1965, TGI Fridays opened its first location in New York City. Since that time, Fridays has grown to more than 850 restaurants in 55 countries, thanks to its reputation for bringing people together to enjoy “That Fridays Feeling” over high-quality, authentic American food and popular drinks backed by genuine service. Visit www.Fridays.com for more information and download our mobile app. Join Fridays Rewards SM and follow us on Facebook, Instagram and Twitter.