

# Friendly's Restaurants to open up first "fast-casual" establishment, "Friendly's Café," in Massachusetts

If you grew up in New England, you've eaten at a Friendly's Restaurant one or 500 times. It's an inexpensive way to take the family out for some comfort food or simply a go-to spot for some of their famous ice cream.

Going the route of Dunkin' Donuts which revamped and reinvented their menu, interior, and name, Friendly's new restaurants will be called "Friendly's Café." The Westfield location is slated for an end-of-January or early February grand opening. 45 people will be able to sit in the 2,700 sq. ft. dining room. Four parking spots on the side of the building will be dedicated spots solely for curbside pick-up.

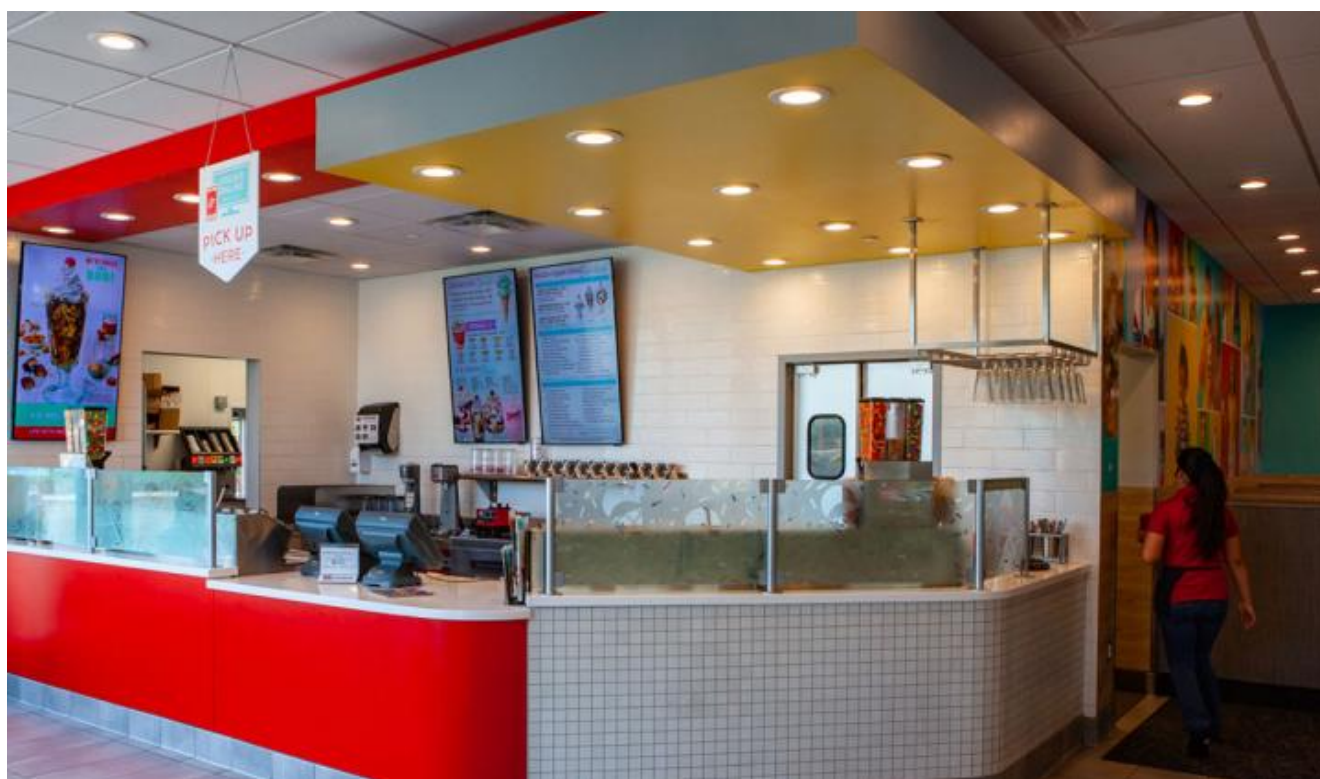


*Friendly's Restaurant photo.*

The new format will consist of giving the customers the option to order directly at the counter or through a QR code at their table. In addition, you can order food online in advance and pick up it up from a designated “to-go” area or have it delivered.

The franchise-based in Wilbraham opened its first establishment, an ice cream shop called “Friendly,” in Springfield, Massachusetts in 1935 by brothers Stewart Prestley and Curtis Blake. The name “Friendly” was a promise that the small ice cream shop would be a friendly place for families to enjoy a meal together.

In spite of the fact that the small shop opened up at the height of the “Great Depression,” their delicious double-dip ice cream cones were in such high demand that the business thrived. Being priced at 5 cents certainly didn’t hurt.



*Friendly's Restaurant photo.*

By 1940 the little ice cream shop that “could,” was so popular that they expanded their menu to include diner-style cuisine that we all know and love today. Over time they added more ice

cream flavors, 22 in total. Ice cream became so popular that many locations added an “ice-cream only” take-out window to handle the demand.

Currently, there are 137 Friendly's across New England, Delaware, Florida, Maryland, New Jersey, New York, Pennsylvania, and South Carolina.



*Friendly's Restaurant photo.*





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