

Texas Restaurant Association Partners with CityCheers to Launch Statewide Hospitality Super App

Dallas, TX — May 30, 2025 — The Texas Restaurant Association (TRA) has entered into a statewide partnership with CityCheers, creators of America's Hospitality Super App, to give every bar and restaurant in Texas a powerful digital presence—for free.

Through this landmark collaboration, every venue in the state will receive its own custom-branded iOS and Android app hosted on the CityCheers Super App. These apps are co-branded with the TRA logo and allow consumers across Texas to use one app to discover and engage with their favorite local spots in real time.

Each venue's app includes:

- Virtual Chalkboards for daily specials, game times, and events
- Menus, photos, and logos
- Search tools for local food, drinks, sports & live entertainment
- Unlimited Dining & Entertainment Alerts, sent directly to nearby patrons

"It's like social media for the hospitality industry—but built to drive traffic and sales," said Winston Jaeb, CEO of CityCheers.

Operators also gain access to ExpressCheck, CityCheers' secure, Uber-style payment system. Patrons enter their credit card once and can then view, split, tip, and pay from their phones at any participating venue. No more running cards, adjusting tips, or closing checks - it's all automated.

This initiative helps TRA members:

1. Boost visibility and grow revenues by promoting directly to the people who live and work nearby.
2. Drive membership—CityCheers will spotlight the TRA brand on every Texas venue's app.
3. Modernize operations with best-in-class mobile engagement and payment tools.

"CityCheers gives Texas hospitality operators a direct line to their customers," said Ben Knorr, Vice President of Strategic Initiatives of the Texas Restaurant Association. *"It's free, it's powerful, and it starts working from day one."*

For more information or to activate your venue's app visit:

CityCheersSuperApp.com

or contact CityCheers at:
(408) 831-6500

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