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**TRAY's Cloud-Based Solution Offers Restaurant Operators
Hardware Independent POS System**

TRAY to Exhibit at The National Restaurant Association Show, May 20-23, 2023

Scottsdale, Arizona, May 15, 2023 – TRAY, a leading provider of cloud-native enterprise-class Point of Sale systems, will showcase its simplified POS option for hospitality businesses, including restaurants, bars and family entertainment centers at The National Restaurant Association Show. As an exhibitor at the Show, an event bringing together more than 51,000 foodservice professionals from 112 different countries and representing over 900 product categories, TRAY will be able to connect with the industry and share leading-edge trends, solutions and knowledge for the year ahead in Chicago, Illinois.

TRAY's innovative platform enables operators to move to a full cloud POS platform while retaining their current hardware stack. Brands like IHOP and Arctic Circle have recently implemented TRAY's POS system to achieve a streamlined ordering process, reduced labor costs, simplified team member training and view real-time data analytics.

IHOP restaurants signed a multi-year agreement to use TRAY POS in its stores across the U.S. after considering 82 of the world's top POS providers. Fast food restaurant Arctic Circle just signed an agreement to use TRAY as well. The engagement includes the launch of self-service kiosk ordering for the growing chain with over 70 locations in Utah, Idaho, Wyoming and Nevada.

"Restaurant brands have an overwhelming number of options when it comes to the selection of technology that can run the business in a profitable and efficient way," said Peter Kellis, CEO of TRAY. "Our solution is differentiated by the fact that we are cloud-based, and therefore hardware-agnostic. Operators can quickly implement our system without the need to invest in expensive new terminals and tablets, saving significant sums of money in capital expenses, as well as time and energy."

TRAY is a flexible cloud-based technology solution, as well as processor and hardware independent, making its service a flexible choice for enterprise operations. A key feature of

TRAY's technology is that it can integrate with best-of-breed reporting, inventory and payments systems used by large restaurant brands, all on existing hardware. Further, the technology can manage tableside ordering and payment, online ordering, apps and tablets.

Additionally, TRAY's POS system is tailored to individual brand needs rather than a one-size-fits all approach. The UX design is simple and comprehensive so that team members can be trained in approximately 30 minutes or less, and experience ease of use during even the busiest of dayparts. TRAY is also a pioneer in kiosk self-service allowing fast food brands to streamline the ordering process and focus staff on food preparation and high-touch guest service.

While exhibiting at the National Restaurant Association Show, TRAY will make a donation to Feeding America, the largest charity working to end hunger in the United States, for every visit to the booth for a demonstration.

"The Show is the perfect opportunity to reach new buyers, build stronger relationships and strengthen our brand, which is why we're showcasing TRAY's hardware independent POS system," said Brian Whitney, CRO of TRAY. "We're thrilled to be able to share our products with thousands of foodservice professionals from around the globe and look forward to connecting with new and existing customers at the must-attend event for the industry."

"We're pleased to welcome TRAY as exhibitor at the 2023 Show," said Tom Cindric, President of Winsight Exhibitions. "The annual event showcases the latest in foodservice innovation and continues to inspire menus, revitalize beverage programs, initiate equipment investments and pioneer groundbreaking technology. We're thrilled to bring together start-ups, niche brands and the biggest names in the industry to help foodservice professionals solve for today's biggest challenges including workforce shortages, labor costs and overall operational efficiency."

As the global restaurant and hospitality industry's premier trade show, the National Restaurant Association Show is the place to explore everything that's happening in the hospitality industry, from the latest food and beverage trends to emerging technology. It's all here! For more information, visit nationalrestaurantshow.com.

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About TRAY

TRAY is a leading provider of cloud-native enterprise-class POS systems for the hospitality industry. The company's mission is to empower businesses to operate more efficiently, increase revenue, and provide a better experience for their customers. TRAY's advanced POS system is used by hospitality businesses of all sizes, including restaurants, bars, and family entertainment centers. [TRAY.com](https://tray.com)

The National Restaurant Association Show, Hotel-Motel Show is owned and operated by Winsight LLC in partnership with the National Restaurant Association.

About Winsight LLC

Winsight LLC is a business-to-business information, event and market intelligence company serving the restaurant and noncommercial foodservice, convenience and petroleum retailing and grocery industries. Winsight provides research and analytics, branding solutions, face-to-face opportunities, lead generation initiatives, and content marketing services through products including subscription data products, reports, research tools, research programs, fully custom

studies, conferences, custom marketing services, meetings, print, digital trade media and tradeshows, including the National Restaurant Association Show.