

MealSteals for Business app, launches in Milwaukee.

Milwaukee, WI, February 7, 2017 -- In a world overrun with on-demand food delivery apps, there still exists no streamlined approach for bars and restaurants to attract new foot traffic for happy hours and nightly specials. Of course there's social advertising, which has been the most common channel that these types of businesses use. The downside of this channel is that their paid content is constantly competing against other paid and organic content within newsfeeds. This will often cause low engagement and minimal return on investment. The recently launched MealSteals for Business app is the only platform specifically designed for bars and restaurants to drive traffic, on-demand, during competitive nights and slower shifts using the "FlashSteals" feature. The business app also lets these local businesses to keep public facing nightly, brunch and happy hour specials up-to-date from their phone or tablets.

With separate user and business apps now available in the App Store and Google Play; MealSteals has quickly gathered a large, loyal following, with thousands of users in the Milwaukee area. The MealSteals team hopes to bring that success to the highly competitive hospitality industry of Chicago with plans to launch there in late March.

"Bars and restaurants can post a deal or event and within seconds, that deal can be seen by our growing audience of deal hunters," explained CEO Brian Kopp. The app introduces a powerful communication channel to locals based on their current location. "Our users explore Milwaukee through deals and businesses can experiment with different types of deals to draw these people in, as needed," says Kopp. "The bulk of users open up the app during lunch and happy hour windows which means they're usually looking to convert sometime within the next 4 hours."

The company is striving to build a seamless, on-the-go deal searching experience between locals and the bars and restaurants around them. The core features of the MealSteals for Business are free because their no-commitment participation is critical to the MealSteals ecosystem. In the near future, the startup will allow businesses on the app to upgrade their free account to a "MealSteals Premium" account - enabling access to performance analytics and tools to increase deal exposure in the app.

Press Contact:

LeMarc Johnson

414.336.4722

LeMarc@mealsteals.com

###