

**FOR IMMEDIATE RELEASE****AT&T DISCOVERY DISTRICT WELCOMES
NEW RESTAURANT "COWBOY CHOW"**

*Inspired by the Cowboy Lifestyle and Cuisine, New Hot Spot Brings
Cowboy Spirit to the Heart of Downtown Dallas*

Press kit including B-roll, imagery and menus: [CLICK HERE](#)

Dallas (November 1, 2023) – AT&T Discovery District welcomes "Cowboy Chow" to the heart of Downtown Dallas. The new restaurant concept, which features cuisines prevalent in the Western U.S., comes from Dallas-based restaurateur Jack Gibbons, CEO of FB Society, and embodies Texas culture, innovation, and the spirit of Cowboys everywhere.

The restaurant menu, which includes items such as Texas Cowboy Chili, a Trail Boss Burger, and Green Chile Chicken Chowder, draws inspiration from Texas, New Mexico, and Mexico, and offers a modern interpretation of cowboy cuisine and cocktails, focused on value and quality. From the Chow Rita to the Prickly Pear Gimlet and the Cucumber Cactus Cooler, the menu also features a lineup of craft cocktails.

Gibbons said: "It's been exciting watching this project come to life. Together with AT&T and Legends, we've created a restaurant that truly embraces the cowboy spirit in downtown Dallas, offering a one-of-a-kind dining experience for everyone to enjoy."

Cowboy Chow brings together three industry leaders in Gibbons; award-winning global premium experiences company Legends, which recently took over operations of the District; and global telecommunications leader AT&T, whose headquarters are connected to the District. In August, Legends Hospitality was selected as the new management team at AT&T Discovery District, operating all dining, entertainment, and event experiences at the District. The AT&T Discovery District has become a major piece of the heart of downtown Dallas and Cowboy Chow will be a dining destination for locals, visitors, and AT&T employees.

Cowboy Chow hours of operation are Sunday to Thursday, 11 a.m. to 10 p.m. CST and Friday-Saturday, 11 a.m.- 12 a.m. midnight; the restaurant is closed on Mondays.

About AT&T Discovery District

AT&T Discovery District is a new downtown destination where tech, culture, and entertainment combine to create unique experiences. In addition to Cowboy Chow, at the heart of the District is The Exchange food hall, which houses a variety of amazing food and drink options under one roof. The District also hosts events year-round on The Plaza and the Lawn, including live music and entertainment on the 9,000-square-foot Media Wall. For more information on AT&T Discovery District, visit <https://discoverydistrict.att.com/>.

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