

PAR Suite Primes Mr. Pickle's Franchise for Explosive Growth and Attracts Top-Dollar Acquisition Deal



TECH AND MARKETING CHALLENGES

- Lack of real-time daily reporting on guest metrics
- No enterprise reporting system for franchisees
- Lackluster payment processor with poor service levels

TECH INTEGRATIONS AND SOLUTIONS

- Brink POS®, PAR Hardware, PARPay, PAR Payment Services, Data Central®, PAR Installation Services, PAR Menu Maintenance Services

TECH INTEGRATION RESULTS

- 20% reduction in opening costs
- 10% increase in order speed
- 4% increase in order accuracy



After struggling through several ownership changes of their payment processor, each one of which brought increasing frustration and decreased service levels, Helena Bitter, Director of Technology Development for the Mr. Pickle's franchise, decided that enough was enough.

At this point, she'd successfully implemented Brink POS® to capture much-needed daily, real-time reporting and PAR Hardware to integrate their sales seamlessly.

“We realized that Brink was really the hub of our business and anything new we brought into our franchise system needed to be a PAR product or a fully integrated PAR/Brink partner. It was a no-brainer. It has been a great asset all around – and both franchisees and management agree.”

HELENA BITTER, DIRECTOR OF TECHNOLOGY DEVELOPMENT

“We realized that Brink was really the hub of our business and anything new we brought into our franchise system needed to be a PAR product or a fully integrated PAR/Brink partner,” she says. “It was a no-brainer.” After thoroughly vetting what was then a relatively new addition to the PAR suite, Mr. Pickle's management team selected PAR Payments. “It has been a great asset all around — and both franchisees and management agree.”

Mr. Pickle's Sandwich Shop began operations in 1995 and now has two corporate and 46 franchise locations and recently started construction on 7 new locations in Arizona. The high-end menu features creative, craveable sandwiches made with fresh-baked breads, premium sliced meats and cheeses, and just-picked produce.

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Mr. Pickle's has relied on Brink POS® since 2012, which Bitter deployed because "it was cloud-based with guaranteed maintenance." This was a welcome change from Mr. Pickle's' previously inefficient practice of "running around updating local machines," she says. It also allowed for daily, real-time reporting on guest metrics which, in turn, allowed the company to accurately bill franchisees for relevant royalties. Brink was soon followed by the addition of Data Central® for more robust franchise reporting and labor management.

More recently, Mr. Pickle's subscribed to PAR Menu Maintenance Services to free up more of their in-house talent to focus on expanding the franchise throughout the western United States. Similarly, the task of upgrading their complex hardware network was delegated to PAR Installation Services.

"We are always focusing on technological improvements for the brand, and will always go to PAR to ensure we maintain that seamless connection and cohesiveness."

This commitment to technological excellence attracted the attention of Michael Nelson and partners in late 2021, when the founding owner was ready for retirement. "A big part of their acquisition offer was our technology," Bitter acknowledges. "All of it centered around Brink. We run the same software and hardware throughout the franchise."

The acquisition team recognized that this congruency throughout the franchise makes for a consistent guest experience regardless of location; flawless menu updates across the board; cost-effective and efficient software upgrades; layered and customizable reporting and analytics; and first line support for franchisees.

Now exceptionally primed for growth, Mr. Pickle's, working closely with PAR, are adding six new corporate locations in Arizona. "Ultimately we want to expand to 60 or 70 shops in Arizona and then move into Colorado, Oregon, and Washington," Bitter says. And with the PAR suite to rely on, Mr. Pickle's feels poised for success. "PAR is at our core."

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Contact@partech.com www.partech.com

