



FOR RELEASE: NEW Hartford, NY Feb. 13, 2024
CONTACT: Christopher R. Byrnes (315) 743-8376
chris_byrnes@partech.com

PAR Technology's Punchh® Recognizes Trailblazers in Customer Loyalty with Annual Awards Celebration

PAR Punchh® Celebrates Eight Industry Innovators in Customer Engagement

NEW HARTFORD, N.Y. (February 13, 2024) – [ParTech, Inc. \(PAR\)](#), a global restaurant technology company providing unified commerce solutions for enterprise restaurants, proudly announces the winners of the fifth annual [PAR Punchh®](#) Customer Awards. These awards recognize outstanding achievements in customer loyalty, offers, engagement, and convenience within the restaurant and convenience store industries.

Selected from PAR Punchh's diverse customer base of over 275 brands, the winners demonstrated excellence in utilizing the PAR Punchh platform for customized loyalty program management, omnichannel engagement, digital campaigns, personalized offers, and more.

"We are thrilled to celebrate the success of our clients who have embraced the PAR Punchh platform to enhance their customers' experiences." said [Savneet Singh](#), CEO of PAR Technology "These brands have shown innovation and dedication in leveraging technology to drive loyalty program engagement, customer feedback, and overall business success."

[Sean Thompson](#), VP of IT at [Freddy's Frozen Custard & Steakburgers](#), receives the Punchh *Voice of the Customer Advocate of the Year* award for his pivotal role in sharing valuable customer insights within the Punchh community, contributing to the growth of Freddy's loyal customer base across their 500+ locations. This year's *Digital Innovator* award goes to [Condado Tacos](#) for their effective implementation of the "Buds with Benefits" reward program and targeted Challenge campaigns, resulting in a remarkable 44% retention rate and enhanced customer engagement.

As *Rookie of the Year*, [Goodcents](#) strategically elevated their position by implementing the PAR Punchh-powered Goodcents Rewards Refreshed loyalty program. Leveraging Punchh's Loyalty Strategy services, Goodcents not only achieved impressive customization, data utilization, and direct communication capabilities through their app but also signaled a strategic move to scale operations and enhance customer engagement. [RaceTrac](#) earns the *C-Store Champion* title for its innovative RaceTrac Rewards loyalty program, which saw a 46% year-over-year increase in loyalty transactions and a 76% year-over-year rise in loyalty revenue in 2023, underscoring its commitment to enhancing customer experiences and driving member engagement.

Named *Top International Customer*, [Taco Bell Romania](#) achieved significant growth in loyalty app participation, leveraging their Taco Bell Rewards program to enhance customer experiences and drive increased engagement through digital and social media campaigns, resulting in consistent growth across various metrics in a market where Mexican cuisine is still an up-and-coming delight. The *Campaign Hotshot* award goes to [Charleys Philly Steaks](#), whose strategic use of data analytics enabled them to tailor personalized messages and promotions,

resulting in increased adoption, purchase frequency, and surpassing benchmarks for sign-ups, unique users, and average check size in 2023.

[Pancheros](#) earns the *Retention Rockstar* title for their steadfast focus on loyalty, boasting a remarkable 47% retention rate in Q3 2023, surpassing fast-casual benchmarks, through integrated tactics promoting referral offers, digital ordering deals, and local cause campaigns, further highlighted by a significant referral sign-up rate and quarterly transaction growth. Last but not least, [McAlister's](#) secures the *All Star* title for their innovations such as the subscription Tea Pass and personalized automated journeys, driving an impressive 21% YoY growth in loyalty participation and 20% of transactions stemming from loyalty purchases in 2023. Their strategic approach, utilizing Punchh data pipeline and open APIs, ensures sustained guest retention and unparalleled customer satisfaction.

Over 275 global enterprises in 20 countries, including brands like Yum! Brands (NYSE: YUM), Casey's (NASDAQ: CASY), and Tropical Smoothie Café, LLC, rely on PAR Punchh to boost revenue by fostering strong customer relationships.

About PAR Technology

For more than 40 years, PAR Technology Corporation's (NYSE Symbol: PAR) cutting-edge products and services have helped bold and passionate restaurant brands build lasting guest relationships. We are the partner enterprise restaurants rely on when they need to serve amazing moments from open to close, during the most hectic rush hours, and when the world forces them to adapt and overcome. More than 70,000 restaurants in more than 110 countries use PAR's restaurant point-of-sale, digital ordering, loyalty and back-office software solutions as well as industry-leading hardware and drive-thru offerings. To learn more, visit partech.com or connect with us on [LinkedIn](#), [X \(formerly Twitter\)](#), [Facebook](#), and [Instagram](#).

###