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Hooters of America, LLC Selects PAR Technology to Redefine Excellence in Table Service

The selection of Brink POS and Data Central's Inventory Module elevates operational efficiency and order accuracy for enterprise restaurants

NEW HARTFORD, N.Y. (February 21, 2024) – [ParTech, Inc.](#) (PAR), a global restaurant technology company and provider of unified commerce solutions for enterprise restaurants, announced Hooters of America, LLC, the franchisor behind the iconic Hooters and Hoots Wings brands, selected [PAR Brink POS®](#) and [PAR Data Central®](#) to enhance its operational efficiency and order accuracy for an improved table service experience in 367 Hooters restaurants across 36 states and 18 countries.

As an existing customer of PAR's leading loyalty solution, [PAR Punchh®](#), Hooters sought to expand its existing tech stack with a proven partner. Together, the three best-in-class solutions continue improving operations and enable Hooters's restaurants to better serve their guests.

- PAR Punchh engages and retains guests, supporting Hooters's goal to drive [diners' lifetime loyalty](#).
- PAR Brink POS offers Hooters a configurable, easy-to-use and scalable POS.
- PAR Data Central's Inventory Module offers Hooters a single source of truth for all its data to help elevate table service by improving inventory accuracy, reducing food waste and lowering food costs.

"The Hooters team has loved working with PAR because its technology matches our company vision and where we believe the restaurant industry is heading," said [Jeff Caplan](#), CIO of Hooters. "Simplifying our operations with one provider for point of sale, restaurant back office and loyalty has also been a game-changer, streamlining our relationships and saving us valuable time. Most importantly, the sense of partnership with PAR is unparalleled — every engagement feels like a true collaboration, with their team bringing invaluable restaurant experience to the table. Culturally, it's a perfect fit; their values and beliefs mirror our own, making every interaction meaningful and productive."

Hooters showcases the adaptability of PAR's products for various restaurant formats, including enterprise-level establishments with a strong emphasis on table service. By offering a

comprehensive solution tailored to the distinctive demands of such concepts, PAR remains a trusted partner in the hospitality technology landscape.

"Our commitment to delivering seamless technology solutions ensures smooth transitions and complete support for our partners like Hooters while presenting an opportunity to enhance their tech stack with additional PAR products," said [Savneet Singh](#), CEO of PAR Technology. "By prioritizing one technology provider for multiple products, we provide a 360-degree view of their business, safeguarding historical data and existing partnerships. We aim to maximize customer value by offering tailored solutions that drive efficiency and innovation across their operations."

About Hooters of America, LLC

Hooters of America, LLC, is the franchisor and operator of 367 Hooters restaurants in 36 states and 18 countries. Known for its world-famous Hooters Style chicken wings, the first Hooters opened its doors in 1983 in Clearwater, Florida. Expectations were so modest at the time that the simple fact the doors opened was deemed worthy of a toast. Since then, millions have been liberated from the ordinary at Hooters while enjoying great food, fun, and one-of-a-kind hospitality that can only be served up by the Hooters Girls. For more information about Hooters, visit www.hooters.com or follow us on [Instagram](#), [X \(formerly Twitter\)](#) or [Facebook](#). For exclusive deals and rewards, download the Hoot Club Rewards App on the [App Store](#) or on [Google Play](#).

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](#).

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