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Stuzo Rebrands to Become PAR Retail

A New Standard in Retail Technology and Customer Engagement

NEW HARTFORD, N.Y. (July 24, 2024) – As a key innovator in convenience and fuel retail technology, Stuzo has consistently driven outcomes for some of the top retailers in the industry. Since PAR acquired Stuzo in March 2024, the company has sharpened its focus on achieving meaningful results for retailers by combining complementary technology and industry expertise to provide proactive, unified solutions. Today, [ParTech, Inc. \(PAR\)](#), proudly announces that Stuzo has rebranded to [PAR Retail](#). This rebranding reflects a continued commitment to the convenience and fuel retail sectors, with PAR Retail now offering unmatched services and technology to support industry growth.

Empowering Retailers with Purpose-Built Technology

PAR Retail is revolutionizing the convenience retail landscape with purpose-built technology designed to drive tangible business outcomes. Supporting over 25,000 retail sites and engaging more than 24 million members nationwide, PAR Retail integrates loyalty programs, seamless payments, immersive digital customer experiences, on-site engagement, and specialized tobacco loyalty programs. This powerful combination helps retailers boost visits, fuel sales, and increase basket sizes like never before.

“With PAR’s acquisition of Stuzo, we’re doubling down on our c-store offering, providing new ways for retailers to achieve their specific business goals,” says [Jake Kiser](#), General Manager of PAR Retail. “The PAR Retail team is committed to moving this industry forward. Our approach is different in that we truly ingrain ourselves in our customer’s businesses, using our knowledge and expertise to deliver maximum results.”

Creating Loyal Customers Takes More Than a Loyalty Program

Loyalty programs alone don’t create loyal customers. Retailers need to connect with their customers by delivering the right experience, targeted offers, and added value exactly when needed. At the heart of PAR Retail's success is its Wallet Steering methodology, which delivers personalized offers based on customer purchase behavior across all verticals. This allows retailers to target incremental opportunities, driving higher customer lifetime value and generating a better ROI.

A New Era in Convenience and Fuel Retail

[Savneet Singh](#), CEO of PAR Technology, captures the essence of this transformation: "The rebranding of Stuzo to PAR Retail represents a pivotal moment for our company and the industry. This change reflects our commitment to delivering comprehensive, innovative solutions that drive real business outcomes for clients. This new chapter is an exciting step towards continuing to lead the way in convenience and to continue to fuel retail technology."

Working with one vendor to create a frictionless customer experience and achieve operational efficiencies is a significant advantage for retailers. As the only supplier in the industry to guarantee substantial increases in program membership and transactions, PAR Retail's solutions – from tobacco loyalty programs to versatile payment gateways and on-site engagement products – set a new benchmark of excellence. Partnering with PAR Retail means seamless integration, consistent support, and enhanced performance across the board.

"PAR Retail is leading the charge in convenience and fuel retail innovation," adds [Joe Yetter](#), GM, PAR Loyalty and Engagement. "Our comprehensive product suite provides retailers with a competitive edge, in fact, we're so confident in our approach that we contractually guarantee 50% more program members and transactions underscores our commitment to delivering real business outcomes."

Join Us at the Outlook Leadership Conference

In celebration of the rebranding and to showcase new offerings, PAR Retail will be a key sponsor at the Outlook Leadership Conference from August 6-8, 2024. Industry leaders and partners are invited to join us as we unveil enhanced capabilities and discuss how we can drive success together.

For more information about PAR Retail and our offerings, please visit our website at www.parretail.com.

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About PAR Retail

PAR Retail empowers convenience and fuel retailers to drive business outcomes through purpose-built technology. Delivering best-in-class solutions that include loyalty, payments, digital customer experiences, on-site engagement, tobacco loyalty programs, program management, and more, PAR Retail increases visits, gallons, and basket size. We focus on gaining share of wallet and customer lifetime value through our Wallet Steering methodology, which enables retailers to programmatically deliver personalized offers based on purchase behavior across all retail verticals.

The PAR Retail team is committed to continuous improvement and supports customers with a dedicated team of expert strategists. In fact, PAR Retail is the only supplier in the industry to contractually guarantee 50% more program members and 50% more program transactions. To

learn more, visit partech.com or connect with us on [LinkedIn](#), [X \(formerly Twitter\)](#), [Facebook](#), and [Instagram](#).