The PAR Platform Primes MAD Greens for Growth

About MAD Greens

With an overarching goal of sourcing quality ingredients and offering items at an affordable price, MAD Greens is dedicated to making healthy eating fun and approachable to all. Part of Salad Collective, MAD Greens is a fresh fast-casual restaurant brand with 26 locations in the Arizona, Colorado, and Texas markets. Since 2004, the brand has been serving guests healthy, delicious, and fully customizable chef-inspired salads, warm grain bowls with crave-able flavor combos, and satisfying on-the-go wraps.

In 2013, anticipating rapid brand acceleration, MAD Greens was determined to replace its legacy POS system with a modern cloud-based solution to manage its growing business. According to Nick D'Antonio, Vice President of IT at Salad Collective, MAD Greens' previous legacy POS system was incapable of supporting the growth the brand desired, lacked the enterprise capabilities and functionality needed in today's competitive market, and had a high total cost of ownership with a low ROI.

The PAR Solution

MAD Greens decided to implement the PAR platform consisting of PAR POS® natively integrated with PAR Pay and PAR Punchh. The brand chose to implement PAR POS due to its ease of use, configurability, and integration capabilities. PAR POS powers the brand with enterprise multi-unit administration, seamless omnichannel ordering and fulfillment, comprehensive analytics and insights, and simple tech integrations. "At the time, there were other cloud-based POS solutions, but none of them were really a true enterprise-level system like PAR POS," said D'Antonio. "I think PAR POS was really the only cloud-based POS that really checked all our boxes."

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PAR's suite of solutions have been phenomenal assets to MAD Greens. The brand leverages the Punchh Loyalty Solution for guest acquisition, retention, and engagement as well as to gain insights into its customers. **Since the rollout of PAR Punchh, MAD Greens has experienced solid customer retention growth and is in the top 75th percentile of fast-casual brands**. Additionally, PAR Pay has enabled the brand to create frictionless payment experiences for its guests

Previous Tech Challenges

- Leveraging legacy POS system that was not scalable
- Previous system lacked modern enterprise capabilities
- Legacy terminal had a high total cost of ownership

Tech Solution

- PAR POS®
- PAR Punchh®
- PAR Pay

Tech Results

- POS scaled with the brand as they tripled in size
- Ability to integrate with third-party solutions
- PAR platform enables insights for better data-driven decision-making

and add new payment methods as customer preferences change. "PAR Pay has been huge in allowing guests to pay with Apple Pay and Google Pay," said D'Antonio. "One of our big technology initiatives has and will continue to be trying to ease the guest checkout process."

Simple Tech Integrations and Data-Driven Decisions

One of MAD Greens' deciding factors to leverage PAR POS was open access to its API. PAR POS's open architecture empowers the brand to define and tailor its tech stack as well as make data-driven decisions that impact its bottom line. With PAR POS, MAD Greens is not only provided with the flexibility to seamlessly integrate with desired third-party systems but also the capability to make strategic and informed decisions based on the data received from these systems. "So much of our business, especially today, has been dependent on partner integrations and the data we can get out of our systems to make true data-driven business decisions," said D'Antonio. "We are super happy with PAR POS's open API. It has given us valuable insights into our business and allowed us to integrate easily with other 3rd party partners for business intelligence, data warehousing, ordering, HR processes, and real estate site selection tools."

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Since the implementation of PAR POS, MAD Greens has been leveraging reports on its throughput to gain a better understanding of customer behavior, employee efficiencies, and order flow. With the seamless connection between systems, the brand can tap into reports on sales per labor dollar as well as its online order flow, in-store order flow, and number of menu items moved every 15 minutes. "What we were able to do with this information is really fine-tune our order throttling system based on that every 15 minutes data we receive," said D'Antonio.

A POS Built for Growth and Scale

Moreover, PAR POS's ease of use and configurability have been huge for MAD Greens. With a focus on growth and franchising the business in 2024, PAR POS will ensure the brand can implement the system seamlessly and easily at each new location. "With PAR POS's standardized configuration, we can really just take our point-of-sale terminal, point it to the new location, and it's up and running," said D'Antonio. "You do not have to worry about fragmented sales, nor do you have to worry about all those types of things that can be an administrative nightmare. That's one of the things we really love about PAR POS."

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PAR POS's flexible permissions and simple user interface will be paramount in MAD Greens' expansion and growth efforts. Managing multiple menus across various locations is no easy task for a growing restaurant brand. With PAR POS, MAD Greens is empowered to configure menus to their exact requests and quickly roll them out at each location. Whether it is to one, several, or all locations, the brand can schedule and publish updates to menus, prices, and layouts in real-time.

The PAR platform consisting of PAR POS natively integrated with PAR Pay and PAR Punchh has proven to be the right remedy for MAD Greens' previous technology struggles. PAR's suite of solutions has enabled the brand to build a tech stack tailored to its exact requests, make data-driven decisions based on information received from systems, and triple in size without limitations from its technology.

With the PAR Platform, the brand is receiving more than just restaurant hardware and software. They are also gaining a truly collaborative, supportive, and expert partner who will help tackle current challenges and prepare them for future operations. Per D'Antonio, "PAR POS is really a technology partner, not just a solution."

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