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Torchy's Tacos Lights Up Customer Experience with New Loyalty Program Powered by PAR Technology's PAR Punchh® Platform

A Loyalty Revolution Where Tech Meets Tacos

NEW HARTFORD, N.Y. (Feb. 05, 2025) – Torchy's Tacos, the beloved brand behind "Damn Good Tacos," has chosen [PAR Punchh](#), a leading loyalty and engagement platform by [PAR Technology Corporation](#) (NYSE: PAR), to elevate its guest experience and create deeper connections with its fans. Together, they've launched Torchy's Tacos Rewards, a dynamic loyalty program that combines personalization, surprise-and-delight campaigns, and seamless functionality to transform how guests interact with the brand.

Since its launch in October 2024, Torchy's Tacos Rewards has already captured the attention of more than 1 million members, offering them tailored rewards, exclusive surprises, and new ways to engage with their favorite taco brand. By combining creativity with innovative technology, the program delivers a loyalty experience as bold and unique as the Torchy's brand itself. Guests are treated to perks like Welcome Queso & Chips and Birthday Queso & Chips—fan favorites that add an extra layer of celebration to every milestone. Dynamic frequency challenges, such as earning bonus points for visits, trying specific food items, or reaching spending milestones, keep the experience fresh and engaging, ensuring there's always something exciting to look forward to.

"When we set out to create Torchy's Tacos Rewards, we knew we needed more than just a loyalty program—we needed a platform that matched the bold spirit of our brand," said [Thai Tran](#), CTO of Torchy's Tacos, "With Punchh's expertise and technology, we've built something that truly reflects the unique Torchy's Tacos experience. Our guests are loving it, and we're just getting started."

[Savneet Singh](#), CEO of PAR added, "Torchy's Tacos isn't just raising the bar for guest experiences—it's smashing it. With Punchh's platform and strategic collaboration, we've built a loyalty program that doesn't just reward guests, it creates an experience they'll keep coming back for. Torchy's Tacos Rewards blends innovation and the brand's unmistakable personality to make every interaction memorable. This is where tech meets tacos."

Torchy's required a loyalty solution that could meet their ambitious goals and provide the flexibility to deliver exceptional guest experiences. With PAR Punchh, they gained cutting-edge technology and strategic guidance to design a loyalty program that stands out in a crowded marketplace. Punchh's team worked closely with Torchy's to develop a custom-tailored structure that aligned with their business goals and guest preferences. Moving away from the limitations of manual processes, Torchy's Tacos Rewards now leverages real-time automation to execute on-demand campaigns. From automated customer journeys that keep engagement fresh to A/B testing creative offers and challenges tailored to different guest segments, the program delivers a level of personalization that feels hand-crafted for each member.

Since its launch, Torchy's Tacos Rewards has driven increased guest satisfaction and engagement, with members spending more and visiting more frequently than ever. The program's innovative features include the ability to scan receipts for missed check-ins—ensuring members never miss out on rewards—and a flexible points-based system that lets guests redeem points for the rewards they value most.

The launch of Torchy's Tacos Rewards demonstrates how strategy-driven technology and creative design can work hand in hand to transform guest engagement. With the flexibility of PAR Punchh's automated platform, Torchy's now delivers real-time, on-demand campaigns that surprise and delight guests while staying true to the brand's bold and iconic identity. Members enjoy more than just tacos—they're rewarded with tailored perks, exclusive access, and memorable experiences that keep them coming back for more.

And the rewards keep coming! From February 12 through June 30, Torchy's Rewards members who visit three times and order a Torched Bowl on each visit will unlock a free Torched Bowl—because great flavor deserves to be rewarded. Plus, all bowl menu items earn 2x points throughout the promo period, giving guests even more ways to enjoy their favorites. For full details, visit the Torchy's Tacos website.

For more information about PAR Punchh's Loyalty Offers, Engagement Platform, and its Services, please visit partech.com.

About Torchy's Taco

The Torchy's Tacos story began 18 years ago in Austin, Texas, when Mike Rypka bought a food trailer and a vibrant red Vespa, which he used to drive around town and pass out tacos and salsa samples. The Founder and CEO of Torchy's Tacos built a menu out of experimental tacos that were quickly coined by fans as "Damn Good." With this opening, Torchy's Tacos will now have

130 locations in 16 states. Every location is committed to serving only the highest quality ingredients and made-to-order meals. By living the Damn Good mantra, Torchy's Tacos is always innovating to deliver the most unique tacos, award-winning queso, and refreshing margaritas in the game, including the rotating Taco of the Month, an untraditional taco offering that keeps Taco Junkies coming back for more while donating a portion of proceeds to local charities.

About PAR Technology

For over four decades, PAR Technology Corporation (NYSE: PAR) has been a leader in restaurant technology, empowering brands worldwide to create lasting connections with their guests. Our innovative solutions and commitment to excellence provide comprehensive software and hardware that enable seamless experiences and drive growth for over 100,000 restaurants in more than 110 countries. Embracing our "Better Together" ethos, we offer Unified Customer Experience solutions, combining point-of-sale, digital ordering, loyalty and restaurant operations management 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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