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## **EG America Selects PAR Technology to Transform Customer Loyalty with their New SmartRewards Program**

*Redefining What Loyalty Means for Millions of Shoppers*

**NEW HARTFORD, N.Y. (March 25, 2025)** – Millions of customers, one goal: making loyalty smarter, simpler, and more rewarding than ever before. [EG America, LLC](#), one of the largest and fastest growing convenience store operators in the U.S., has selected [PAR Technology](#) (NYSE:PAR) to power the relaunch of SmartRewards. Built on [PAR Retail™](#), PAR's industry-leading loyalty platform purpose-built for convenience and fuel retail, this next-generation program raises the bar for personalized customer engagement.

The reimagined [SmartRewards](#) program is more than just points and perks — it's a future-focused investment in customer connections. With more than 1,500 locations nationwide, EG America is using best-in-class technology to create deeper relationships with its guests, offering personalized benefits, seamless enrollment, and dynamic one-to-one promotions. The program transforms everyday visits into meaningful interactions, ensuring that every engagement delivers real value and makes loyalty feel effortless.

"This relaunch represents a huge step forward for EG America and our guests," said John Carey, President & CEO at EG America. "SmartRewards is more than a program—it's our way of saying, 'We see you. We value you.' Thanks to our partnership with PAR, we're excited to create deeper connections and unforgettable experiences for every guest."

The revamped program goes beyond transactional rewards, offering a data-driven approach to engagement that adapts to customer preferences in real-time. With PAR Retail's technology, SmartRewards delivers high-impact, personalized promotions that help customers get the most out of every visit. Beyond discounts, members can expect a membership tier program, exclusive sweepstakes, first-to-market product launches, and more, creating an experience that feels more intuitive, rewarding, and engaging. SmartRewards has always been a key driver for EG America's business, and with investments in stronger technology, it is expected to increase customer engagement by 275% this year.

"EG America knows that real loyalty isn't about handing out points and hoping for the best—it's about influencing behavior, deepening customer relationships, and delivering outcomes," said Savneet Singh, CEO of PAR Technology. "EG America is a premium brand who was looking for a partner with a premium platform. That's why they're taking a smarter approach, powered by data and technology that delivers outcomes. At PAR, we don't build 'set-it-and-forget-it' solutions—our platform and solutions deliver real business outcomes."

### **EG America's Investment in Future-Forward Innovation**

EG America's decision to revamp SmartRewards reflects its ongoing investment in technology-driven customer experiences. The company is leveraging PAR Retail's enterprise-grade

capabilities to build a program that scales with its growth and evolves with changing customer expectations.

“As EG America embarks on our digital transformation journey, our first milestone is the relaunch of the SmartRewards loyalty program.” said Whitney Johnson, SVP of Marketing at EG America. “To deliver personalized value to millions of members, the new program must exceed customer’s expectations. We’ve listened to our members and built a custom program tailored to their needs.”

“The flexibility and intelligence built into PAR Retail are unmatched in the c-store industry,” said Jake Kiser, General Manager of PAR Retail. “With EG America, we’re demonstrating how loyalty can drive both customer satisfaction and business outcomes.”

## **Looking Ahead**

With the goal of enrolling millions of members in the first few months, EG America is poised to redefine loyalty in convenience retail. Powered by PAR Retail’s state-of-the-art technology, SmartRewards is more than a program—it’s a promise to make every interaction personal and rewarding.

For more information about PAR Retail’s loyalty solutions and how they transform customer engagement, visit [partech.com](http://partech.com).

### **About EG America:**

With more than 1,500 retail locations and 18,000 team members across the U.S., EG America is one of the fastest-growing convenience store retailers in the country. As the operator of Certified Oil, Cumberland Farms, Fastrac, Kwik Shop, Loaf N’ Jug, Minit Mart, Quik Stop, Sprint Food Stores, Tom Thumb, and Turkey Hill stores, we are committed to becoming America’s preferred ‘one-stop’ destination by focusing on superior guest experience, high-quality grocery and fuel products, and supporting the communities in which we live and work. EG America is owned by EG Group, a UK-based fuel station and convenience store retailer with more than 50,000 team members across the UK & Ireland, Europe, Australia, and the US. For more information about EG America, visit us at [eg-america.com](http://eg-america.com) or follow us on [LinkedIn](#).

### **About PAR Technology:**

For over four decades, PAR Technology Corporation (NYSE: PAR) has been at the forefront of technology innovation in foodservice, helping businesses create exceptional guest experiences and connections. Our comprehensive suite of software and hardware solutions, including point-of-sale, digital ordering, loyalty, back-office management, and payments, serves a diverse range of hospitality and retail clients across more than 110 countries. With our "Better Together" ethos, PAR continues to deliver unified solutions that drive customer engagement, efficiency, and growth, all to make it easier for our customers to manage their operations. To learn more, visit [partech.com](http://partech.com) or connect with us on [LinkedIn](#), [X \(formerly Twitter\)](#), [Facebook](#), and [Instagram](#).

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