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## **PAR Technology Launches PAR® Engagement: A Unified Guest Engagement Cloud Purpose-Built for Enterprise Restaurants**

*PAR® Engagement empowers restaurants to engage smarter, move faster, and multiply impact—one connected experience at a time*

**NEW HARTFORD, N.Y. (June 10, 2025)** – [PAR Technology Corporation](http://www.partech.com) (NYSE: PAR), a global leader in enterprise foodservice technology, today announced the launch of [PAR® Engagement](#)—a next-generation portfolio of engagement products purpose-built to help enterprise restaurants convert more guests, grow faster, and simplify operations.

[PAR® Engagement](#) brings together loyalty, marketing & offers, ordering, and guest data into one deeply integrated platform. It's modular by design—restaurants can start with the individual products they love or build a unified tech stack that multiplies impact and strengthens their system's performance without compromise. With AI-driven tools and deep cross-product integration, PAR Engagement gives restaurant brands the control, intelligence, and speed they need to stay ahead.

"Digital engagement isn't new; most brands have done the basics, but today we're entering a more competitive and more challenging time than ever. PAR® Engagement is our new vision—doubling down on R&D and innovation for what will drive the future of restaurant engagement and digital sales growth," said Joe Yetter, General Manager of PAR Engagement. "Brands are craving revitalization, and we're rolling out an aggressive roadmap filled with new products and features specifically designed to spark innovation and drive revenue growth."

### **What's Inside PAR® Engagement: One Unified Flywheel. Every Guest Journey.**

Connecting marketing, loyalty, and ordering systems into one integrated platform, eliminating data silos and unifying the digital guest journey. PAR® Engagement is built around PAR's unified product flywheel, which powers smarter engagement at every stage:

- [PAR Ordering™](#): Completely rebuilt to meet enterprise demands, PAR Ordering™ helps restaurants create branded ordering experiences across web, mobile, and kiosk. With support for complex menus, faster deployments, and conversion-optimized UX, it delivers both speed and flexibility.

- **Punchh® Loyalty**: Punchh® remains the restaurant industry's gold standard for loyalty and is now even more flexible with deeper integrations into marketing, guest data, and ordering, new membership tier functionality, and AI-driven rule activation to support enterprise-scale retention.
- **Guest Data**: Unifies identity and insights across loyalty and non-loyalty guests, giving marketers a new way to recognize, personalize, and activate across all marketing channels.
- **Marketing & Offers**: Proven through Punchh®, this module now supports personalized campaigns for all guests, not just loyalty members, creating greater reach and return to every offer.
- Supporting the flywheel are two new layers:
  - **Accelerate** is a growing suite of tools designed to increase check size, repeat visits, and campaign ROI.
  - **Digital Experience** brings your brand to life across every guest touchpoint from mobile apps to digital wallets.

Later this year, brands will also gain AI-powered tools like chatbots for data insights for loyalty, ordering, and developer support, personalized upselling and offers, plus new app-less loyalty and payment features, including wallet passes, QR codes, and auto-reloading gift cards.

"Brands are under constant pressure to deliver more to guests—more options, more channels, more rewarding experiences—and they don't have time to wait," said Josh Schoonmaker, VP of Product Management. "With PAR Engagement, they don't have to. We're the rocket fuel that propels our brands to new heights with guests—breaking through expectations at speed."

Learn more at [www.partech.com](http://www.partech.com) or [www.punchh.com](http://www.punchh.com).

### **About PAR Technology**

For over four decades, PAR Technology Corporation (NYSE: PAR) has been at the forefront of technology innovation in food service, 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 restaurant and retail customers 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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