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PAR® Technology Leads the Way in Tier 4 Enablement for Altria Group Distribution Company's 2026 Digital Trade Program

Retailers can stay ahead with PAR Retail's fully qualified, ready-to-deploy platform

New Hartford, N.Y. (July 23, 2025) — [PAR Technology Corporation](http://www.partech.com) (NYSE: PAR) today announced that [PAR® Retail](#), a leading provider of technology solutions purpose-built for convenience retail, is currently qualified to support retailers at Tier 4 participation in Altria Group Distribution Company's (AGDC) 2026 Digital Trade Program (DTP).

Tier 4 is the highest level of AGDC's 2026 DTP, offering retailers the highest potential to build loyalty and drive store traffic through enhanced digital engagement. To qualify, retailers must meet criteria, including Loyalty ID (LID) segmentation, Personalization+ (P+) participation, and the ability to deliver targeted communications to age-verified adult tobacco consumers, all of which are core capabilities of PAR Retail's platform.

"Tier 4 of AGDC DTP gives retailers a powerful edge—access to more competitive prices, exclusive offers, and engagement streams in an increasingly competitive industry," said Jake Kiser, General Manager of PAR Retail. "We're proud to be ready today with the capabilities to get them there."

Key Tier 4 Capabilities Delivered by PAR Retail:

- **LID Segmentation:** Delivering personalized offers based on purchase history, location, and product category.
- **Personalization+ Execution:** Integrating AGDC's Loyalty Offer and Content Delivery APIs to deliver and report on P+ offers.
- **Digital Communications to Age and Identity Verified Consumers:** Enabling retailers to send digital communications to segmented P+ audiences, with support for these channels built into the platform.

PAR Retail is fully 2026 AGDC DTP Tier 4 ready, giving its retailers a competitive edge in a fast-paced industry. By anticipating market shifts and driving innovation, PAR helps retailers stay ahead. For example, when LID segmentation is activated, PAR Retail customers have seen loyalty members eligible for tobacco offers more than double, demonstrating that the platform doesn't just meet standards, it delivers measurable results.

“PAR Retail doesn’t just help you check the box on tobacco programs,” said Kiser, “Our platform is purpose-built to work together—loyalty, offers, data, and compliance—so retailers can focus on growing their business as a whole, not managing complexity.”

For more information about how retailers can maximize their participation in AGDC’s 2026 DTP and unlock Tier 4 benefits, visit parretail.com.

About PAR® Technology

PAR Technology Corporation (NYSE: PAR) is a leading foodservice technology provider, powering a unified, purpose-built platform engineered to scale and adapt with brands at every stage of growth. Designed with flexibility and openness at its core, PAR’s solutions—spanning point-of-sale, digital ordering, loyalty, back-office, payments, and hardware—integrate with others, yet deliver maximum impact as a unified system. With intentional innovation at the forefront, PAR’s solutions streamline operations, drive higher engagement, and strengthen guest experiences in over 130,000 restaurants globally and 26,000 national c-store retailers. To learn more, visit partech.com or connect with us on social media.

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