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Taco Bueno® Selects PAR® Technology to Elevate Restaurant Operations and Scale Growth

Delivering Consistency, Innovation, and Support for a Growing Brand's Next Chapter

NEW HARTFORD, N.Y. (August 19, 2025) – [Taco Bueno](#), the popular quick-service Tex-Mex chain, has selected [PAR Technology Corporation](#) (NYSE: PAR) as its unified technology partner. The brand will implement [PAR POS™](#) and [PAR Hardware™](#) solutions across its 140 locations to modernize operations, enhance the guest experience, and support long-term growth.

As Taco Bueno scales and streamlines operations across its expanding footprint, the leadership team prioritized finding a technology partner that could offer both enterprise-grade capabilities and intuitive usability for in-store staff. Taco Bueno selected PAR Technology for its comprehensive ecosystem of industry-leading integrations and its proven ability to support high-growth brands. PAR's integrated solutions align with Taco Bueno's existing tech stack, minimizing transition complexity, reducing total cost of ownership, and accelerating time-to-value with a flexible, easy-to-use solution built for scale.

"As we look to grow, it was critical to find a partner with the scale, expertise, and long-term vision to support our trajectory," said Jimmy Dang, Senior VP of IT at Sun Holdings. "PAR brought that to the table from day one. Their technology is strong, but it's the quality of their team, their service infrastructure, and their strategic approach that truly set them apart."

Taco Bueno will deploy PAR's POS and hardware to drive operational consistency, speed, and reliability across every guest interaction. By consolidating front-of-house technology under a single provider, Taco Bueno can accelerate deployment, simplify training, reduce downtime, and eliminate vendor friction—while also benefiting from aligned product roadmaps and faster access to innovation. The result is a seamless, high-quality guest experience delivered consistently across all locations.

"Taco Bueno is a brand with deep roots and bold ambitions," said Savneet Singh, CEO of PAR Technology. "With our solutions, Taco Bueno is getting a flexible, future-ready foundation that gives them unified control and visibility across operations. It's built to simplify execution and scale confidently—without compromising stability."

This partnership marks a significant step in Taco Bueno's digital transformation strategy, enabling the brand to build scalable systems that support innovation, efficiency, and growth.

For more information about PAR's solutions, visit partech.com.

About Taco Bueno®

Taco Bueno is committed to providing an authentic, better-tasting Tex-Mex experience through made-fresh-daily preparations, hand-selected ingredients and genuine friendly hospitality. Founded in 1967 in Abilene, TX, Taco Bueno is a privately held company that operates nearly 140 restaurants throughout the American South and Southwest – including Arkansas, Oklahoma and Texas.

About Sun Holdings

Sun Holdings is a leading multi-brand franchise organization with a diversified portfolio of over 1800 locations across the U.S., spanning multiple foodservice and retail brands. With a proven track record of operational excellence and strategic innovation, Sun Holdings continues to expand its presence in key market segments.

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 for restaurants and retailers globally. To learn more, visit partech.com or connect with us on social media.

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