PAR Technology Debuts Coach AI™ as the First Product in its New PAR® AI Intelligence Suite

PAR AI delivers real-time intelligence that flows seamlessly across the restaurant tech stack without the need for extra apps or training

NEW HARTFORD, N.Y. (September 9, 2025) – PAR Technology Corporation (NYSE: PAR), a leading foodservice technology provider, today announced the launch of PAR® AI, the new intelligence layer embedded directly into the PAR product suite. PAR AI introduces Coach AI™, a purpose-built intelligent assistant designed for critical roles in restaurant operations.

Intelligence That's Built In, Not Bolted On

Unlike AI add-ons that create complexity and enable silos, PAR AI-powered features are built into the core of PAR's products—spanning POS, back office, loyalty, drive-thru, and payments—with no technical training or new apps required. This embeds AI directly in an existing workflow to deliver actionable insights seamlessly and create unique outcomes.

- **Coach AI:** The operational intelligence assistant for corporate leaders, area coaches, and managers, embedded into the PAR OPS™ platform. Coach AI provides instant answers, eliminating manual data analysis and interpretation, and redirects valuable time to train staff or engage with guests. Through simple, natural language questions, Coach AI pulls live data from POS, inventory, labor scheduling, and external disparate files to deliver clear visualizations, KPI grids, and actionable recommendations—all without platform-hopping.

- **Coming Fall 2025:** A marketing intelligence assistant for marketers, integrated into the PAR Engagement™ platform, that will transform campaigns and customer data into instant, actionable insights. This conversational AI assistant will provide real-time analytics on loyalty program performance, digital ordering, and customer

engagement metrics, eliminating wait times for custom reports and manual feedback analysis.

"PAR AI marks a turning point in how we serve our customers," said Savneet Singh, CEO of PAR Technology. "We're going AI native, embedding it into everything we do. It's not about building tools anymore—it's about owning the workflows to drive new outcomes within existing processes. The result? Automation that's not just efficient, but intelligent—driving unique outcomes that were unthinkable before Gen AI. Systems that don't just respond— they anticipate, adapt, and evolve. PAR AI isn't just powering tasks; it's the foundation for running a smarter, faster, more agile business. Coach AI is just the beginning of a future where AI drives clarity, speed, and performance across the entire restaurant experience."

PAR AI's competitive edge lies in PAR's comprehensive approach to restaurant technology. With an extensive product portfolio, a unified data foundation that captures every operational and guest interaction, and over 650 API-certified integrations, PAR is uniquely positioned to deliver real-time intelligence that flows seamlessly across the entire restaurant ecosystem. This foundation enables coordinated, intelligent cross-product workflows across the entire core tech stack from labor optimization to inventory management, loyalty programs, and menu strategy.

"Coach has eliminated the need for spreadsheets, streamlining our operations significantly," said John Rankin, Senior Director at Charter Foods, a beta user of Coach AI. "With Coach AI, we're now on track to replace traditional business intelligence tools, ad hoc reports, and custom reporting, entering a new era of intelligent, real-time decision-making."

Coach AI represents just the beginning of PAR AI's capabilities. In addition to the marketing intelligence assistant, future AI capabilities under PAR AI include: proactive, ROI-ranked recommendations to improve operations, voice-enabled ordering, real-time menu updates, campaign targeting, and natural-language audience segmentation. Furthering PAR's mission to orchestrate intelligent, connected operations, and guest experiences.

PAR will be at FS/TEC, Booth A121, September 14–16, 2025. Stop by to learn more about how AI is embedded into our unified suite of solutions and get an in-person demo. Attendees can also catch our speaking sessions on Monday, September 15th:
- [2025 Restaurant Tech Mega Trends & Hot Takes](#) at 10:45–11:30 AM EST
- [Built In, Not Bolted On: Orchestrating Operations with AI](#) at 12:00–12:45 PM EST

Visit partech.com/par-ai for more information about PAR AI.

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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