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Mr. Pickle's Sandwich Shop Deepens Decade-Long Partnership with PAR Technology, Adds Loyalty and Ordering to Drive Engagement

Unifying loyalty, ordering, and guest data for a seamless customer experience

NEW HARTFORD, N.Y. (November 18, 2025) – [PAR Technology Corporation](#) (NYSE: PAR), a leading foodservice technology provider, today announced that [Mr. Pickle's Sandwich Shop®](#) has selected [PAR® Engagement](#) to unify its loyalty and ordering experiences across its growing national footprint. A longtime partner, Mr. Pickle's has been a PAR customer since 2012, leveraging [PAR OPS™](#), [PAR POS™](#), [PAR® Hardware](#), [PAR® Professional Services](#), and [PAR's full payments stack](#), including PAR® Pay, PAR Payment Services, and PAR® Gift, to power its operations.

Mr. Pickle's is embracing the future of guest engagement through PAR's integrated platform—bringing together loyalty, marketing, ordering, and guest data into one seamless experience. The move comes as the brand prepares to open new locations and scale its digital presence ahead of the holiday season.

“We've always believed that technology should enhance, not replace, the human touch,” said Michael Nelson, CEO of Mr. Pickle's Sandwich Shop. “For over a decade, PAR has been a trusted partner in helping us deliver the same warm, personalized experience our guests expect, whether they're ordering in-store or online. With PAR Engagement, we're building on years of innovation together to grow smarter and serve better as we expand across the country.”

PAR Engagement is designed to turn Mr. Pickle's guest touchpoints into additional revenue through:

- [Marketing & Offers](#): Converts campaigns into customers.
- [Ordering](#): Simplifies the path from craving to checkout.
- [Guest Data](#): Transforms digital behavior into actionable insights.
- [Loyalty](#): Drives repeat visits with personalized rewards.

PAR's unified suite of solutions will enable Mr. Pickle's to further streamline operations while delivering an exceptional and consistent experience for guests. The addition of PAR Engagement marks the next step in a partnership built on shared values and proven results.

Surrounding these core capabilities are PAR's [Accelerate tools](#)—designed to boost engagement velocity—and [Digital Experience features](#) that bring brand identity to life across mobile apps, wallets, and web.

“PAR Engagement is built to scale with purpose. This brand shows how growth can happen without compromising identity,” said Savneet Singh, CEO of PAR Technology. “Our role is to help turn every guest interaction into a meaningful connection, and every connection into measurable results. Together, we’re setting a standard for how technology drives authentic brand experiences.”

To learn more about PAR Engagement, visit partech.com or punchh.com.

About Mr. Pickle's Sandwich Shop

Founded in 1995, Mr. Pickle's Sandwich Shops is a premier full service-sandwich shop specializing in innovative sandwiches, salads, and catering. Thanks to its company culture, incredible recipes – including the beloved Dutch Crunch Roll – and all its fans, the brand has grown from one to more than 60 locations across Arizona and California. Mr. Pickle's is special in that it doesn't turn to big-box vendors for its core ingredients, instead partnering with artisan bakers, regional farms, and ranches to source its products, making every item unique. In recent years, Mr. Pickle's has been named among the Fastest Growing Emerging Restaurants in the U.S. by Nation's Restaurant News and recognized in Fast Casuals' Top 100 Movers & Shakers. For more information or franchise opportunities, visit www.mrpickles.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 for restaurants and retailers globally. To learn more, visit partech.com or connect with us on social media.

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