Abelardo's Mexican Fresh Chooses PAR Technology's Full Suite to Power Its Next Era of Innovation

Unified tech stack will enable consistency, efficiency, and personalized experiences for guests nationwide

NEW HARTFORD, N.Y. (December 4, 2025) – PAR Technology Corporation (NYSE: PAR), a leading foodservice technology provider, today announced that Abelardo's Mexican Fresh, a fast-growing restaurant chain dedicated to delivering vibrant, authentic Mexican cuisine, has chosen PAR's unified solutions—including PAR POS™, PAR® Hardware, PAR® Pay, PAR® Payment Services, PAR® Engagement, and PAR OPS™ Recovery—to modernize and unify its restaurant technology stack.

Abelardo's, recognized for its commitment to quality and customer experience, is evolving its operations and digital ecosystem to deliver faster, smarter, and more connected guest experiences. The brand's adoption of PAR's unified technology suite marks a major step toward a full digital transformation.

"We've always focused on delivering a great product for our customers, but we reached a point where we needed a more modern, connected platform to innovate, integrate new channels, and elevate our loyalty experience," said Alejandro Luna, Marketing Director of Abelardo's. "PAR's integrated platform lets us connect every piece of our operation—from POS and payments to loyalty, digital ordering, and delivery loss recovery—under one roof. It's exactly what we needed to run our business more efficiently, reward our customers in new ways, and deliver a better guest experience every day."

Why Abelardo's Chose PAR's Full Technology Suite:
Abelardo's leadership sought a single, proven partner to unify its tech stack and make its operations future-ready. After evaluating multiple vendors, PAR stood out in four key areas:
- **Unified Technology Suite:** One connected system spanning front- and back-of-house that eliminates the complexity of juggling disjointed solutions, vendor sprawl, and red tape while enabling greater agility and speed of innovation.
- **Scalability and Integrations:** With over 650 integrations, PAR will empower Abelardo's to future-proof its tech stack and expand digital capabilities with flexibility in mind.

- **Expert Support and Service Infrastructure:** Expert guidance and responsiveness at-scale gives Abelardo's the confidence and consistency their business demands.
- **Next-Gen Loyalty:** Transitioning to the PAR Punchh platform under PAR Engagement, Abelardo's will aim to deliver more diverse rewards and actionable customer insights that drive guest engagement.

"Connecting the front- and back-of-house operations unlocks speed, flexibility, and insight, creating a foundation for smarter decisions and stronger guest experiences," said Savneet Singh, CEO of PAR Technology. "When technology runs seamlessly behind the scenes, teams stay aligned, workflows stay predictable, and restaurants gain the confidence to scale without compromise."

To learn more about PAR's solutions and request demos, visit our website.

About Abelardo's Mexican Fresh
Founded in Omaha, Nebraska in 2002, Abelardo's Mexican Fresh is a fast-growing restaurant chain dedicated to delivering vibrant, authentic Mexican cuisine. With over 50 locations across Nebraska, Iowa, South Dakota, Kansas, Missouri, Oklahoma, and Illinois, Abelardo's offers a diverse menu of traditional Mexican dishes made fresh daily. From all-day breakfast burritos to tacos, enchiladas, and rice bowls, the brand is committed to quality, speed, and affordability. Abelardo's prides itself on its core values of service, trust, quality, innovation, and community, aiming to bring the rich flavors and hospitality of Mexican culture to neighborhoods throughout the Midwest.
www.abelardosmexicanfood.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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