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Jacksons Food Stores Evolves “Let’s Go Rewards” Program with PAR Technology

Convenience retailer enhances its loyalty program to support more personalized, scalable customer engagement

NEW HARTFORD, N.Y. (July 15, 2026) – [PAR Technology Corporation](#) (NYSE: PAR), a leading technology provider powering multi-unit operators across restaurant, retail, and large-scale commerce, today announced that [Jacksons Food Stores](#), a top convenience retailer with more than 300 locations, has selected [PAR Retail](#) to support the evolution of its customer loyalty program, [Let’s Go Rewards](#).

As customer expectations continue to rise, Jacksons recognized the need for a more flexible approach that could grow alongside its business and customers. By partnering with PAR Retail, Jacksons is evolving Let’s Go Rewards to support more relevant, personalized engagement while maintaining a familiar and seamless experience for customers. With PAR’s [intelligence layer](#) working behind the scenes, Jacksons can turn more customer signals into action, helping to deliver greater relevance, stronger engagement, and bigger business outcomes.

“Jacksons has built a strong loyalty program by staying focused on what matters most to their customers,” said Todd Michael, SVP of Merchandising & Marketing. “As we look ahead, PAR Retail gives us the foundation we need to continue evolving Let’s Go Rewards, strengthening personalization, and ensuring the program can grow alongside our business.”

The upgrade of Let’s Go Rewards keeps the experience customers know and value, while allowing Jacksons to engage with them in more relevant ways across key moments and categories. PAR Retail's flexible, future-ready platform combines customer data with intelligence to help teams act in real time, enabling Jacksons to deliver more targeted offers, support new engagement use cases, and adapt as customer behaviors and expectations continue to change.

"Jacksons has spent decades building the kind of loyalty that can't be manufactured," said Savneet Singh, CEO of PAR Technology. "The challenge is knowing what to do with it across 300 locations. PAR Retail gives their team the intelligence to act on it. Not just to run a better program, but to actually make better decisions for every customer, at every store."

“Jacksons isn’t just modernizing a loyalty program. They’re investing in an approach designed to drive real outcomes,” said Jake Kiser, General Manager of PAR Retail. “By evolving Let’s Go Rewards on PAR Retail, Jacksons gains the ability to deliver more personalized engagement, scale efficiently, and use intelligence to translate customer interactions into long-term growth.”

To learn more about PAR Retail, [visit partech.com](https://partech.com).

About Jacksons Food Stores

Since John D. Jackson founded Jacksons in 1975 as a single service station, the family-owned company has grown to be a nationally recognized chain of 300+ company-operated convenience stores in Idaho, Nevada, Oregon, Washington, Arizona, California, Montana and Utah under the Jacksons Food Stores and ExtraMile by Jacksons Convenience Store brands.

About PAR Technology

PAR Technology Corporation (NYSE: PAR) delivers an agentic operating platform that enables smarter, more consistent operations for multi-unit brands across restaurant, retail, and high-volume commerce. PAR’s platform brings together mission-critical software—point of sale, digital ordering, loyalty, payments, and back-office systems—along with hardware and data to orchestrate decisions and workflows across systems, locations, and guest touchpoints in real time. Designed to drive measurable outcomes, PAR helps brands improve efficiency, deliver better experiences, and make every store more profitable. Learn more at partech.com.

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