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Kwik Fill Selects PAR Technology to Power Its Guest Engagement Strategy and Accelerate AI-Driven Innovation

Convenience retailer advances its guest engagement strategy to deliver more personalized experiences and accelerate AI-driven innovation

NEW HARTFORD, N.Y. (September 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 [Kwik Fill](#) has selected [PAR Retail™](#) as a strategic technology partner. The long-term partnership will help Kwik Fill deliver more relevant, personalized customer experiences while building a stronger foundation for future growth and innovation.

Through the partnership, Kwik Fill will leverage PAR Retail’s platform and [PAR Intelligence](#) to support its vision for modern retail. PAR Intelligence helps retailers interact with their data more dynamically, surfacing insights, identifying opportunities, and supporting faster action across guest engagement, marketing, merchandising, and operations.

Kwik Fill's partnership with PAR Retail spans the full breadth of the platform, including loyalty, mobile app, enterprise intelligence, and full-stack tobacco loyalty capabilities. This reflects a comprehensive, long-term investment in how the brand understands and serves its guests.

“As we evaluated potential partners, PAR Retail stood apart through its vision for the future of convenience retail and its ability to combine guest engagement with actionable AI-driven insights,” said Roy Williams, Senior Vice President Marketing at United Refining Company, parent company of Kwik Fill. “PAR Intelligence was a significant differentiator for our team. We see tremendous opportunity to leverage the platform as we continue enhancing the experiences we deliver to our guests.”

During the evaluation process, Kwik Fill recognized the opportunity to leverage a unified platform that connects customer engagement with enterprise-wide insights. The combination of PAR Retail and PAR Intelligence provides teams with a shared view of performance, enabling more coordinated decision-making across the business.

“The convenience retail industry is at an inflection point. More software isn't the answer. Smarter software is,” said Savneet Singh, CEO of PAR Technology. “Kwik Fill gets that. They're building their loyalty program from scratch on PAR Retail, which means every guest relationship and every data point is theirs from day one. PAR Intelligence makes sure they can act on it. That's the difference between a platform that informs and one that drives outcomes.”

“Kwik Fill is making a meaningful investment in understanding their customers at a level they haven't been able to before. PAR Retail provides the foundation to start building those relationships, and PAR Intelligence enables brands to deepen those relationships over time. That's where the real opportunity is,” said Jake Kiser, General Manager of PAR Retail.

To learn more about PAR Retail's solutions, visit partech.com/solutions/retail.

About Kwik Fill

Warren, PA – United Refining Company of Pennsylvania, doing business as Kwik Fill® / Red Apple Food Marts®, provides customers across New York, Pennsylvania, and Ohio with convenient access to fuel, food, beverages, and everyday essentials. With more than 300 locations, Kwik Fill® / Red Apple Food Marts® serves customers throughout the region with convenient fueling and retail options. Learn more at www.kwikfill.com.

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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