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Bad Ass Coffee of Hawaii Builds Its Franchise Future with PAR Technology

The Hawaiian coffeehouse brand partners with PAR to unify its technology stack as it expands its franchise footprint nationwide

NEW HARTFORD, N.Y. (October 21, 2026) – [PAR Technology Corporation](#) (NYSE: PAR) today announced that [Bad Ass Coffee of Hawaii](#), the Hawaiian coffeehouse brand known for its Hawaiian coffee and Aloha Spirit hospitality, has selected PAR's unified suite of products to support its next phase of franchise growth. Bad Ass Coffee of Hawaii will deploy [PAR POS™](#), [PAR OPS®](#), [PAR Ordering™](#), [PAR® Pay](#), [PAR® Punchh®](#), and [PAR® Hardware](#) across its franchise system, creating a fully connected technology foundation with [PAR Intelligence](#), PAR's agentic intelligence layer, built in.

Born on Hawaii's Big Island in 1989, Bad Ass Coffee of Hawaii has built a loyal following around its signature coffee and island-inspired identity that travels well beyond the islands. Under Royal Aloha Franchise Company's ownership, the brand has been expanding aggressively into new states and formats. PAR's solutions give every new franchisee the same operations and guest experience from day one, on a single system, rather than separate POS, loyalty, and ordering tools that each require their own setup and support. That same connected foundation also powers PAR Intelligence, turning data from every location into smarter, system-wide insights as Bad Ass Coffee grows.

"Bad Ass Coffee of Hawaii has always been about more than coffee. We're restaurant operators at heart, so we saw the special opportunity our brand can have in the coffee industry. We knew we needed a tech provider who could grow with us and give us one unified view of our data," said Tom Wylie of Bad Ass Coffee of Hawaii. "Going into the vendor process, we knew we wanted one partner, one system, and data that connects across the business. That's what led us to PAR - a single provider that could fit our specific needs and bring everything together. PAR has treated us like a true partner, not just another customer, and with them we've been able to streamline our operations under one provider that owns everything from guest engagement to labor and inventory."

"Bad Ass Coffee of Hawaii is one of the most exciting growth stories in coffee, with nearly 40 stores open and more than 100 on the way," said Savneet Singh, CEO of PAR Technology. "A brand with this much momentum needs technology that gets smarter as it grows. When loyalty, ordering, and operations run together, PAR Intelligence learns from

every transaction, and every new store starts ahead. That's how a great brand becomes a great business at scale.”

The timing reflects broader shifts in how guests engage with coffee and quick-service brands. Loyalty members now outspend anonymous guests for the first time, and loyalty transactions grew nearly 29% year over year, according to PAR's [2026 QSR Operational Index Report](#). For a brand built on repeat, ritual visits, that shift matters. Converting guest devotion into consistent, measurable growth requires loyalty, ordering, and in-store data all working together, not stitched across separate systems.

Mr. Wylie added, “As we grow, the most important thing we can protect is that experience, the feeling a guest gets whether they walk into their first location or their fiftieth. PAR gives our franchisees a unified foundation so we can scale the brand without franchisees having to figure out the technology from scratch or manage two or three different systems just to run their store. That frees them up to do what they do best, which is bring the Aloha Spirit to every guest, every day.”

PAR POS and PAR OPS connect front-counter transactions to back-office labor and inventory data, giving franchisees the consistency to open new stores without reinventing operations each time. PAR Ordering, PAR Pay, and PAR Punchh extend that foundation digitally, so guests earn and redeem rewards whether they order at the counter, the drive-thru, or from their phone. Every transaction feeds the same platform, making the system smarter and the guest experience more personal as the brand scales.

To learn more about PAR's solutions and request a demo, [visit partech.com](https://www.par.tech).

About Bad Ass Coffee of Hawaii®

Bad Ass Coffee of Hawaii was born on the Big Island of Hawai'i in 1989 and is dedicated to sharing premium Hawaiian coffees "with a kick" from the Hawaiian Islands through 48-plus U.S. franchise locations – with 100+ additional shops in various stages of development. Today, Bad Ass Coffee of Hawaii stores also serve popular blended drinks, teas, food, along with other international premium coffees and sell popular branded merchandise with exceptional service and the Aloha Spirit. Bad Ass Coffees are available in franchise stores, online and will soon be available through grocery, hospitality, and specialty retail channels. The Bad Ass Coffee of Hawaii brand and franchise is owned by Royal Aloha Franchise Company, LLC. For more information, visit badasscoffee.com and connect on Facebook and Instagram @badasscoffeeofhawaii.

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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