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FSC Franchise Co. Selects PAR Technology for Loyalty, Ordering, and Catering Partner Across Its Restaurant Brands

Newk's Eatery and Beef 'O' Brady's expand their PAR footprint, and The Brass Tap joins PAR Punchh

NEW HARTFORD, N.Y. (November 10, 2026) – PAR Technology Corporation (NYSE: PAR), a leading technology provider powering multi-unit operators across restaurant, retail, and large-scale commerce, today announced that FSC Franchise Co. ("FSC"), franchisor of Beef 'O' Brady's, The Brass Tap, and Newk's Eatery, has selected PAR® Punchh®, PAR Ordering™, and PAR Catering as its recommended solutions across its restaurant brands, creating a more connected technology foundation with PAR Intelligence, PAR's agentic intelligence layer, built in.

The announcement builds on the brands' existing relationships with PAR Technology and represents the next step in FSC's strategy to create a more connected technology foundation across its portfolio. By expanding its use of PAR solutions, FSC aims to better connect guest engagement, digital ordering, and catering while creating opportunities for more actionable insights into guest behavior and restaurant operations.

"We've built Beef 'O' Brady's, The Brass Tap, and Newk's Eatery into three distinct brands, each with its own identity and loyal following. But our franchisees shouldn't have to navigate three different technology environments to operate their restaurants," said Jason Saposnik, Vice President of Information Technology at FSC Franchise Co. "Standardizing on PAR gives our brands a stronger, more connected foundation for guest engagement, ordering, and catering. It helps simplify the technology experience for our franchisees and gives us the tools to continue improving how we serve our guests. PAR is the right partner at the right time for where FSC is headed."

"FSC has built three distinct brands with real followings, and the technology behind them should reflect that investment," said Savneet Singh, CEO of PAR Technology. "When ordering, catering, and loyalty all run on the same platform across every brand, franchisees stop managing systems and start running restaurants. Every transaction feeds the same intelligence layer, every guest interaction gets smarter, and every new feature reaches all three brands at the same time. That's what a unified platform means in practice, and that's why brands are choosing to consolidate on PAR."

The transition will take place through a phased rollout beginning in early 2027, with each brand building on its existing PAR technology footprint:

- **Newk's Eatery**, a fast-casual restaurant brand with more than 100 locations across 13 states, is already a PAR Punchh and PAR OPS customer. By adding PAR Ordering and PAR Catering, Newk's is expanding its connected technology ecosystem across digital ordering, catering, and guest loyalty. The integration will help streamline the guest experience, support restaurant operations, and provide a stronger foundation for understanding guest engagement and encouraging repeat visits.

- **Beef 'O' Brady's**, a family-friendly sports pub concept with 125 locations across 15 states, already utilizes PAR Ordering, and PAR Punchh. By adding PAR Catering, the brand is extending its connected technology experience to catering orders and events. Bringing ordering, catering, and loyalty closer together will create a more seamless experience for guests while giving the brand a more complete view of customer engagement across channels.

- **The Brass Tap**, a Social House & Kitchen concept with 52 locations across 16 states, is adopting PAR Punchh to bring its loyalty program onto the same platform used by its sister brands. This move creates an opportunity to strengthen guest engagement, deliver more personalized rewards, and build consistency across FSC's three restaurant concepts, while allowing each brand to maintain its own unique identity and guest experience.

What Franchisees and Guests Can Now Expect

This standardization gives FSC's brands a more connected technology foundation, helping reduce reliance on separate point solutions while creating opportunities to improve both restaurant operations and the guest experience.

- **For franchisees:** A more streamlined technology environment across ordering, catering, and loyalty means fewer disconnected systems to manage and reconcile. PAR Catering helps connect menus, kitchen workflows, and the guest experience, while bringing catering operations into a more integrated platform. A shared technology foundation also gives FSC's brands the ability to build on new features and capabilities as they become available.

- **For guests:** A more consistent and convenient experience across digital ordering, catering, and loyalty. PAR Ordering supports branded ordering experiences across web and mobile, while PAR Punchh helps brands engage guests through personalized rewards and loyalty experiences. Whether guests are ordering a meal online, arranging catering for an event, or engaging with a brand's rewards program, the technology is designed to make those interactions easier and more connected.

To learn more about PAR's restaurant solutions, visit www.partech.com.

About FSC Franchise Co.
Founded in Tampa, Florida, FSC Franchise Co. is a leading multi-brand franchisor driving growth and innovation across three dynamic restaurant concepts — Beef 'O' Brady's, The Brass Tap and Newk's Eatery. With more than 270 locations nationwide, FSC brings together decades of expertise in hospitality, franchising and community engagement under one unified platform.

Together, FSC's brands are redefining what it means to grow a scalable, community-driven restaurant portfolio — offering franchisees the opportunity to diversify within a powerful ecosystem of proven concepts.

To learn more, visit www.fscfranchiseco.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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