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# Lenny's Subs Selects PAR Technology's Cloud-Based Brink POS® Software as the Approved POS Solution for All Locations



PAR Technology Corporation 9 hours ago

NEW HARTFORD, N.Y.--(BUSINESS WIRE)--

[ParTech, Inc.](#) (PAR), a leading global provider of point-of-sale (POS) and food safety solutions to the restaurant industry and wholly owned subsidiary of PAR Technology Corporation ([PAR](#)), announced today that Lenny's Subs® has selected PAR's Brink POS® software as the approved POS solution for all of its 105 locations. Lenny's Subs was founded 18 years ago on the premise that "Everybody Deserves Great Food" and has continued to expand by satisfying cravings for authentic deli subs, world-class Philly cheesesteaks and a number of grilled sandwiches in 13 states throughout the US.

To continue its growth, Lenny's Subs required a POS solution that would provide scalability and ease of use across all franchise and corporate-owned locations. In addition to making and serving great food, the company aimed to grow guest count, increase average unit economics, and deliver standard systems and procedures company-wide. After a rigorous vendor selection process, the decision to choose PAR as its POS provider was largely based on how the organizations would effectively partner together as a family, the experience and reputation of PAR in the industry, as well as the extensive benefits of the cloud-based Brink POS software. The PAR solution also received a full endorsement from the Lenny's Franchise Advisory Council.

"As we evaluated vendors, we looked at how a new POS system would impact franchisees and our mutual efforts to serve our guests," said Kevin Martin, president and CEO of Lenny's Subs. "Throughout the selection process, we kept in mind 'The Three Greens' – guest impact, operational impact and financial impact. We started with the guest in mind, thought about how the system will impact our operations and what the financial impact will be on every store. We are excited that the Brink POS solution will help us achieve success in all three of these areas."

Prism Data Systems, a reseller of PAR software and hardware, facilitated the process to find a POS solution that would best serve the needs of Lenny's Subs' growing brand. The Prism team will work hand-in-hand with the information technology department at Lenny's Subs to complete installation of the software and help conduct on-site training at the store level.

“The partnership among Lenny’s Sub Shop, PAR and Prism Data Systems is a true representation of the success that comes from the dedication of people working together toward a common goal,” said Karen Sammon, President and CEO of PAR Technology Corporation. “Lenny’s Subs operates with the belief that ‘Everybody Deserves Great Food’ and we are thrilled to work together to provide a POS system that will ensure they can continue providing great food and making guests happy for years to come.”

“We are looking forward to working with the PAR team to provide a best-in-class POS solution for Lenny’s Subs that will deliver an enhanced experience for both guests and franchisees,” said Wade Mays, President of Prism Data Systems, Inc. “By working together closely, we’ll ensure a successful deployment of Lenny’s Subs’ new cloud-based technology, including a smooth POS installation experience and efficient training of team members.”

Lenny’s Subs is also deploying PAR Brink POS online/mobile ordering solutions as part of the full point of sale solution.

### **About Lenny’s Sub Shop**

At Lenny’s Subs our premise is that “Everybody Deserves Great Food” and our mission is simple - to make and serve that great food. The first Lenny’s Subs opened in 1998 in a suburb of Memphis, TN, and we have been dedicated to that premise and mission since day one! We start with our fresh baked craft breads in white, wheat and multigrain. To that we add items like our top quality deli meats hand sliced to order or our specially prepared Philly steak. Our sandwiches are always topped off with the tastiest and freshest toppings available. This all results in truly great sandwiches that our guests crave like our “World Class Philly Cheesesteaks”, the awesome meatball sub, and some of the best deli sandwiches you can find anywhere! That brings us back where we started. “Everybody Deserves Great Food” and we make and serve that at Lenny’s!

### **About PAR Technology Corporation**

PAR Technology Corporation's stock is traded on the New York Stock Exchange under the symbol PAR. PAR’s Hospitality segment has been a leading provider of restaurant and retail technology for more than 30 years. PAR offers technology solutions for the full spectrum of restaurant operations, from large chain and independent table service restaurants to international quick service chains. Products from PAR also can be found in retailers, cinemas, cruise lines, stadiums and food service companies. PAR’s Government Business is a leader in providing computer-based system design, engineering and technical services to the Department of Defense and various federal agencies. For more information visit [www.partech.com](http://www.partech.com) or connect with PAR on Facebook at [www.facebook.com/parpointofsale](http://www.facebook.com/parpointofsale) or Twitter at [www.twitter.com/Par\\_tech](http://www.twitter.com/Par_tech).

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