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Salsarita's Selects PAR Technology's Brink POS® Software & EverServ® Hardware Platforms

Salsarita's Continues Their Cutting Edge Brand Building by Partnering with Top Vendors



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

ParTech, Inc. (PAR), a leading global provider of point of sale (POS) and workforce efficiency solutions to the restaurant and retail industries, today announced that [Salsarita's Fresh Mexican Grill](#) has deployed PAR's cloud-based Brink POS® Software and EverServ® Terminals for 68 current locations, with plans to expand in 2017. ParTech, Inc. is a wholly owned subsidiary of PAR Technology Corporation ([PAR](#)).

Founded in Charlotte, N.C. in 2000, Salsarita's Fresh Mexican Grill offers Mexican favorites such as five flavorful house-made salsas, custom burritos, tacos, nachos and salads made fresh to order with an extensive selection of proteins, toppings and fillings. Salsarita's was acquired by franchise industry veteran Phil Friedman in 2011 and operates more than 80 locations in 19 states, including 12 that are company-owned.

Salsarita's was looking for a solution that would simplify daily restaurant operations and had the ability to integrate online ordering and loyalty functionalities. "Though the youngest of the software platforms that we looked at, Brink's capabilities and ease of user interface made a big impression with the technology council. The leadership and backing of PAR gave us the confidence that this platform was going to be well supported and around for the long haul," said Phil Friedman, CEO, Salsarita's Fresh Mexican Grill. "Since initiating deployment, the human impact has been immediate. Technology has long been a source of anxiety for our managers and staff. The user interface with Brink has been readily adopted by team members with relief."

"We are pleased that Salsarita's Fresh Mexican Grill has selected PAR's Brink POS Software and PAR terminals. With multiple locations, Brink will be a great solution for Salsarita's and will help streamline the daily restaurant processes," said Paul Rubin, Senior Vice President &

Chief Strategy Officer for ParTech, Inc. “The quick adoption of Brink from the Salsarita’s team demonstrates the ease of use of the software and will help the business continue to grow and become more efficient.”

ABOUT SALSARITA’S FRESH MEXICAN GRILL

At Salsarita’s Fresh Mexican Grill, they are building a dynamic and authentically inspired fast casual Mexican brand, offering delicious food that is made the way you want it and prepared every day in-house. From Wildly Addictive Chips our guests truly rave about, to queso, customizable burritos, tacos, salads, bowls, quesadillas, nachos, signature salsas and fresh-made guacamole, Salsarita’s Fresh Mexican Grill thrives on making great Mexican fare fresh daily. Since their beginnings in Charlotte, NC in 2000, Salsarita’s has worked to perfect the notion that a restaurant should be fast and friendly but also casual and delicious like no other. Today, they have locations in 19 states and rapidly growing!

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 <https://www.partech.com/> or connect with PAR on [Facebook](#) and [Twitter](#).

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Contact:

PAR Technology Corporation

Christopher R. Byrnes, 315-738-0600 ext. 6226

cbyrnes@partech.com