

WHAT'S A Duck
HAVE TO DO WITH Donuts?



Elevating Our Data Game

DUCK DONUTS CASE STUDY

When **Restaurant Business** places you in the “Top Ten Fastest-Growing Emerging Chains for 2018,” and **QSR** names you to its “Best Franchise Snack/Treat Deal” for 2018, you better have your ducks in a row, operationally. One of the fastest growing donut franchises in the United States, Mechanicsburg, PA-based Duck Donuts is on pace to have 85 locations in 15 states by year’s end.

Based on a need to implement Cloud POS across its Quick Service franchise, Duck Donuts recently joined the PAR Brink POS Software family, converting stores and adding new locations as they opened.

“The PAR Brink conversion allows us to open avenues for growth,” said Gary McAneney, Duck Donuts President. “This has really elevated our game. We went from reliance upon a legacy server-based system with third-party reseller support to a Cloud POS with responsive and direct support, top to bottom.”

McAneney, who joined in 2015, has 25 years of experience in both the food service and venue management business. As part of the transition to Cloud POS, the company created a centralized IT role.

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Thanks to PAR Brink, the 12-year-old Duck Donuts brand launched online ordering and can now confidently roll-out a loyalty program for guests. Visibility from the aggregated store data has already demonstrated that guests checks are higher when ordering online, analytics which reinforce corporate strategy and decision making.

This enterprise level reporting is essential as the complexity grows across the multi-unit operation.

“This is about reliability. We have confidence in the information we’re receiving from the consolidated data,” added McAneney.

“That allows us to instantly change a menu and optimize over 20 pricing tiers. Plus, our employees have remarked how intuitive it is to learn the PAR Brink platform.”

ABOUT DUCK DONUTS

Duck Donuts was founded in 2006 by Russ DiGilio in Duck, North Carolina. By 2011, Duck Donuts had expanded to four Outer Banks locations and the donut business was so successful that DiGilio was continuously approached about franchise opportunities by fans who begged for a Duck Donuts in their community. The first franchise opened in Williamsburg, Virginia, in 2013; there are now 67 open franchise locations and more than 140 additional contracts in 23 states and 2 countries.

ABOUT PAR TECHNOLOGY

PAR Technology Corporation's Hospitality segment has been a leading provider of restaurant and retail technology for more than 40 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. For more information, visit partech.com or connect with PAR on Facebook and Twitter. PAR's stock is traded on the New York Stock Exchange under the symbol PAR.