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Fresh Meets Frictionless

SALSARITA'S CASE STUDY

Multi-unit operators like Fast Casual restaurant operator Salsarita's Fresh Mexican Grill want to focus their attention on the guest experience, food quality and store development, and spend less time buried in technology issues relating to implementation and system uptime.

As Salsarita's CEO Phil Friedman led a corporate effort to create "taste, variety and choice" in 84 units across 19 states, the 18-year-old brand turned to Brink POS to smoothly deploy a Cloud software solution in record time.

"We accomplished deployment three to four times faster than I would have anticipated. I happen to think PAR's hardware legacy is foundational to Brink's rapid and smooth software deployment."

— TIM CARTER, CHIEF ADMINISTRATIVE OFFICER

In early 2016, Salsarita's sought a unified system that would allow them to manage system operations from their Charlotte, NC headquarters. Equally important was an integrated POS that incorporated unit reporting, a loyalty program and online ordering. Twelve corporate stores were upgraded in the first month, and 50 franchise units were completed 90 days later.

Gone were the back-of-the-house servers that housed less secure PCI data, took up valuable physical space, and was responsible for dial-up errors and delays associated with remote polling. In its place was a centralized system for visualizing each terminal, segmenting data at the owner group level and real-time aggregation across the entire brand.

According to Chief Administrative Officer Tim Carter, roll-out and implementation was a real strength of the project. The Brink team also developed a software change kit, providing flexibility for franchise owners during the retrofit.

ABOUT SALSARITA'S

At Salsarita's Fresh Mexican Grill, they are building an 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, to queso, customizable burritos, tacos, salads, bowls, quesadillas, nachos, signature salsas and fresh-made guacamole, Salsarita's thrives on making great Mexican fare fresh daily. Since their beginnings in Charlotte, NC in 2000, they have worked to perfect the notion that a restaurant should be fast and friendly but also casual and delicious. Today, they have locations in 19 states and rapidly growing!

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.