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zpizza

A Slice of Real-Time Insight

Z PIZZA CASE STUDY

After three decades of growth, Irvine, CA-based zpizza has built a network of 40 U.S. and 10 international locations, including traditional outlets in South Korea, United Arab Emirates, Vietnam and Bahrain.

Since zpizza opened in 1986, the brand has led the industry with many “firsts,” including being the first chain to offer organic tomato sauce, veggie crumbles, gluten-free pizza, and nitrate-free pepperoni. In August 2015, zpizza debuted its first self-pour Tap Room in Los Angeles and has since expanded the concept to six U.S. markets.

Five years ago, zpizza had outgrown its incumbent POS vendor and turned to Brink. The brand had experienced consistent problems with pushing out menu changes, discounts and other enterprise-wide initiatives. Not only was the system broken, management could never predict where the next issue would arise. It was time to move to a Cloud-based system.

“With Brink, we now have business insight at the enterprise level, in real-time. More importantly, our franchise owners no longer have to be on-site or take over a terminal to see how a store is doing. That’s huge.”

— BRANDI BABB,
VICE PRESIDENT

Brandi Babb, VP of Operations and Training marveled recently how Brink replaced the atmosphere of uncertainty with the confidence of services “under the PAR umbrella,” including menu management services.

Babb also mentioned Brink’s integration with third-party providers and open API capabilities. Traditional pizza operations have 40% in-house delivery and that fulfillment has been taken over by the delivery portals like Door Dash, GrubHub and Uber Eats. That’s currently a highly-manual environment, with the potential for order error and guest dissatisfaction.

“We’re delighted with Brink’s commitment to and investment in third party integration,” said Babb. “The management of those relationships is integral to our future success.”

ABOUT Z PIZZA

zpizza was founded in 1986 as “the pizza place”. One of the French partners pronounced the name with an accent, “zee pizza place”, and it stuck, as zpizza. As the Baltimore Sun said, “zpizza is founded on the simple, hard-to-argue-with concept that everyone’s favorite fast food, the pizza, can be both more healthful and more interesting.” The chain was immediately successful; today it boasts over 50 locations.

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.