

CUSTOMER HIGHLIGHT

# Savvy Sliders Fuels Rapid Growth with PAR's Unified Tech Stack



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Sonny Asker, COO, Happy Group

Savvy Sliders is one of the fastest-growing emerging restaurant brands in the Midwest, known for its craveable slider menu, value-driven combo boxes, and deep community roots. With more than 50 locations open and dozens more in development, the brand needed a technology partner capable of keeping pace with its aggressive expansion while simplifying operations across franchisees.

By adopting PAR's unified technology ecosystem — including PAR POS, PAR Ordering, and PAR Punchh — Savvy Sliders is consolidating its tech stack, streamlining operations, and unlocking new ways to drive guest loyalty and revenue.

## The Challenge: Scaling Fast Without Adding Complexity

As Savvy Sliders expanded, its existing technology environment began to show strain. The brand's previous ordering provider had supported earlier growth, but leadership recognized it would not be able to support the next phase. Limitations in functionality, slower innovation, and a fragmented tech stack made it difficult to deliver the seamless experience guests now expect.

Operating across disconnected systems also created friction for store teams and franchisees. Leadership wanted a simpler way to manage ordering, loyalty, and promotions while empowering operators to focus on running their restaurants and serving their communities.

“Just having everything under the same tech stack made a lot of sense for us,” said Sonny Asker, Happy Group COO.

## The Solution: A Unified Tech Stack Built for Growth

Savvy Sliders selected PAR as its strategic technology partner, deploying a unified tech stack that connects POS, ordering, and guest engagement. Consolidating under PAR reduces complexity for operators while enabling a more cohesive experience for guests across digital and in-store channels.

The brand was particularly drawn to the flexibility of PAR's white-label capabilities, which allow Savvy Sliders to maintain full control over branding while gaining enterprise-grade functionality. With PAR Engagement the company can also introduce gamified campaigns and targeted promotions designed to increase visits, drive spending, and deepen loyalty.

Hands-on support during implementation further reinforced the decision. “When we started testing the POS system, the team came down and helped us with everything from A to Z,” Asker said.

## The Results

Savvy Sliders' loyalty strategy is already producing meaningful impact, with members spending significantly more than non-members. The brand relies heavily on timely, targeted outreach to drive traffic, using SMS and MMS as its most effective channels alongside push notifications and digital offers.

Many promotions are tied to moments that matter to guests, such as local sports victories, weather conditions, or peak viewing occasions like football Sundays. These real-time campaigns create urgency and drive immediate increases in traffic and sales.

The unified platform also strengthens alignment across franchisees. Savvy Sliders maintains close relationships with operators, incorporating their feedback into marketing strategies and operational decisions. Simplifying technology makes it easier for franchisees to execute campaigns consistently while focusing on guest experience.


“If our franchisees aren't making it, then we're not making it,” Asker said.

## The Future: What's Next for Savvy Sliders

With PAR's unified technology in place, Savvy Sliders is positioned to scale more efficiently while continuing to invest in guest engagement. Leadership plans to expand digital ordering adoption, launch interactive campaigns through gamification, and test emerging innovations such as AI-powered ordering.

At the same time, the brand remains committed to its community-first philosophy. Initiatives like the “More to Love” program emphasize local involvement, sponsorships, and charitable efforts — reinforcing Savvy Sliders' identity as more than just a restaurant.



 **50**  
Locations



**One of the fastest-growing, emerging restaurant brands in the Midwest**

## Adopted PAR's unified technology ecosystem:

 **PAR POS™**

 **PAR Ordering**

 **PAR Punchh®**

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