

CUSTOMER HIGHLIGHT

Lenny's Grill & Subs: Turning Loyalty Into a Local Celebration



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Matt Cook, Chief Operating Officer

Lenny's Grill & Subs has been a beloved staple in Memphis, Tennessee for nearly three decades, known for its neighborhood charm, high-quality subs, and community-first attitude. With more than half of their restaurants located in their hometown, Lenny's has cultivated deep roots with guests, and those bonds are reinforced through a thoughtful, evolving loyalty program powered by PAR Engagement.

While their program already boasts impressive participation and retention rates, Lenny's isn't content to coast. They've made loyalty a key pillar of their broader brand experience and found new momentum by leaning into signature moments like "Lenny's Day"—a celebration that now serves as a cornerstone campaign for customer acquisition, engagement, and brand love.

Loyalty That Feels Like Family

Lenny's loyalty members are more than just digital accounts, they're familiar faces. As Director of IT Anita Howald shared, "Our loyalty customers are long-time customers. They know we'll take care of them, even if there's a problem. We strive to make them feel like part of the family."

That mindset permeates the in-store experience, especially at owner-operated locations where franchisees know guests by name and order. This "neighborhood sub shop" feel is key to their exceptional retention rate, which PAR Engagement data confirms is among the strongest in the industry.

While their average loyalty check size may not always exceed that of non-members, the brand views the program as a frequency driver and long-term relationship builder. "We're still learning how to best leverage loyalty," said Matt Cook, Chief Operating Officer. "But we know it matters. It's part of what keeps people coming back."

Lenny's Day: A Loyalty-Only Activation That Delivers

The standout campaign from 2025? Without a doubt, Lenny's Day.

Launched originally in 2023 to mark their 25th anniversary, Lenny's Day has since evolved into an annual brand holiday that rewards loyal customers, drives sign-ups, and brings the community together around shared love for Lenny's subs. In 2025, the event delivered in a big way:

- Each location gave away a year of free sandwiches to one lucky loyalty member, reinforcing the value of the program.
- Co-sponsored giveaways, including coolers and merchandise
- To qualify, guests had to be signed up for loyalty—creating a powerful incentive that drove same-day enrollment
- The event sparked one of the biggest Q4 spikes in loyalty sign-ups

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By turning Lenny's Day into a loyalty-exclusive event, the brand gave customers a reason to engage and come back, not just for the food, but for the experience of being part of something special.

Offer Strategy: Simple, Clear, and Effective

Lenny's keeps their loyalty campaigns approachable and guest-friendly. Their most effective offers?

- Dollar-off promotions (e.g., \$3 off) consistently outperform percentage discounts
- BOGO deals are family-friendly favorites, especially for dine-in
- Multiplier campaigns (e.g., triple points) are used sparingly to avoid fatigue

"We've learned that clear, simple value works best," said Howald. "Guests know what they're getting. No mental math required."

Their approach balances frequency-driving incentives with operational simplicity, ensuring franchisees are supported and offers are sustainable.

Looking Ahead: A New App, More Engagement

While Lenny's has seen strong loyalty performance, they're not standing still. Their top priority for 2026 is launching a new, streamlined mobile app that improves navigation, makes ordering and customization easier, and creates more opportunities to engage loyalty members.

"We want the app to be more than just a place to order," said Cook. "It should be interactive. It should help you track and use your points. And eventually, it should support things like challenges, gamification, and in-store campaigns."

By improving the app experience and syncing it closely with PAR Engagement, Lenny's plans to build an even stronger connection between digital and in-store guest journeys.

Final Thoughts

For Lenny's, loyalty extends beyond just a program. It's a relationship built on trust, consistency, and community. Campaigns like Lenny's Day are proof that when you celebrate your customers, they show up.

As the brand prepares to enhance its app and expand its loyalty capabilities, one thing remains the same: the heart of the program will always be about more than sandwiches. It's about making every guest feel like they're part of the Lenny's family.



Data

26.29%

Participation rate in 2025

16.37%

Increase in Q4 sign ups 2025 vs. 2024

Lennys Day Stats

4.3X

Increase in average sales

10%

Increase in participation rate

14X

Increase in daily signups

PAR® Products

PAR Punchh®

PAR Pay

PAR POS®



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