



## A POS solution supporting worldwide operations, with centralized configuration and reporting.

The BurgerFuel story began on Auckland’s Ponsonby Road in 1995, with a motto that the brand still lives and breathes by today – ‘Life’s too short to eat bad burgers’. The mission was simple and still guides everything BurgerFuel does today; to provide the ultimate experience in gourmet burgers, incorporating delicious, fresh, natural ingredients, in an atmosphere as charged as the food.

A few years later, with 83 stores across New Zealand, Australia, The UAE, Saudi Arabia, Egypt, and Iraq, the team at BurgerFuel still leaves no stone unturned in their quest to source the very best ingredients they can get their hands on, that are full of the good stuff (like vitamins, minerals, antioxidants and lean protein) and free of the bad (like preservatives, refined sugars, additives, and antibiotics). It’s what they like to call ‘Fuel for the Human Engine’.

BurgerFuel doesn’t stop at just serving up the healthiest gourmet burgers possible, however - they’re also on a quest to save the planet, and are dedicated to their on-going ‘environ-mental’ and sustainability campaign to ensure their packing has low-to-no impact, and their ingredients are grown and produced sustainably and ethically.

### solution overview

- ✓ **Industry:**  
Quick Service Restaurant  
Fast Casual Dining
- ✓ **POS Software:**  
PAR PixelPoint® HO Enterprise
- ✓ **POS Hardware:**  
7200’s  
PAR cash drawers,  
PAR printers
- ✓ **Installation Services:**  
BurgerFuel IT Team (NZ)  
PAR Services (AUS)  
Channel Partners  
(UAE, Saudi, Iraq, Egypt)
- ✓ **Maintenance Services:**  
PAR Services,  
On-site, PS, SWM

## challenge

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BurgerFuel's rapid expansion after its 2007 IPO led to a need for a POS solution that could support worldwide operations, while having the ability to remain centrally managed.

Antiquated processes left opportunity to better streamline business functions and communications. For example, BurgerFuel was still using LED light boxes for menu boards and having to reprint the skins annually, creating overhead.

## solution

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Local support was critical to BurgerFuel in deciding on a reseller opportunity. A global channel partner network was sought that could understand BurgerFuel's unique challenges and be able to support their rapid growth.

Providing POS and loyalty solutions to automate consumer engagement interactions was an essential component to the solution BurgerFuel was seeking.

PAR's PixelPoint® HE Enterprise was chosen as the recommended POS software solution, for its ability to support BurgerFuel's expansion. PixelPoint® was customized to EFT integration with Payment Express as part of pilot testing. Hardware was chosen based upon aesthetic and compatibility requirements, with ES7200 identified as the supporting POS hardware solution.

PAR recognizes that burger consumption remains high, due in part to increased availability and variety of high-quality, customizable burgers inspired by the success of the better-burger category as explained by Technomic. PAR's emphasis on consumer trend insight allows for integrated and expert support for rapidly-expanding success stories, like BurgerFuel.

"BurgerFuel looks at the relationship with Partech as a partnership that continues to grow. With ongoing discussions and support the BurgerFuel brand continues to grow globally, while using the PixelPoint® POS system," said Sean Munden, Chief Information Officer of BurgerFuel Worldwide.

BurgerFuel is currently running PixelPoint® within 83 stores, globally. Stores in The Kingdom of Saudi Arabia, United Arab Emirates, Egypt and Iraq opened with the PixelPoint® solution.

## benefits

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Customizing was a huge benefit to BurgerFuel as they needed a centralized nature of configuration and reporting. This ability of PAR PixelPoint® allows for suitability to any store design including QSR, table service, and drive-through concepts.

Creating a better service experience for BurgerFuel employees and patrons has been a major win for all BurgerFuel audiences. The BurgerFuel IT team enjoys making a single centralized system change that automatically updates all stores. Creating leaner communication, updates, and processes for staff and management. The BurgerFuel Management team praises the WebView centralized reporting feature, which enables them to make quicker decisions, supported by near real-time metrics.

BurgerFuel raves that with support from PAR and PixelPoint® they have now been able to create an online ordering integration; to make customer online ordering quick and simple.

*"BurgerFuel looks at the relationship with PAR as a partnership that continues to grow. With ongoing discussions and support, the BurgerFuel brand continues its plans to grow globally, with the PixelPoint POS software."*

- Sean Munden, Chief Information Officer of BurgerFuel Worldwide



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