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PAR Technology and Grubhub Expand Partnership with MENU Link Integration

Unified platform to streamline delivery management, enhancing efficiency and customer experience

NEW HARTFORD, N.Y. – February 7, 2024 – [ParTech, Inc. \(PAR\)](#), a global restaurant technology company and provider of unified commerce solutions for enterprise restaurants, announced the integration of [MENU Link](#) with [Grubhub](#), a leading online and mobile food ordering and delivery platform. MENU Link is PAR's marketplace order management system and part of the [PAR MENU ecosystem](#).

Building off PAR and Grubhub's existing partnership, MENU Link automatically syncs menu items, pricing and other order information between [PAR Brink POS®](#) and Grubhub. The marketplace order management solution sends incoming orders directly to the restaurant's kitchen without staff needing to manually enter them, reducing errors, saving time and providing restaurant managers with robust reporting on all Grubhub orders.

MENU Link seamlessly integrates Grubhub and PAR Brink POS, PAR's innovative cloud-based point-of-sale system. This feature allows restaurants to easily manage Grubhub delivery and pickup orders directly within PAR Brink POS, streamlining operations for kitchen and front-of-house staff.

"How people experience food has drastically changed — especially among millennials and Gen Z — with the surge in off-premise dining and delivery services. While delivery provides diners with seamless ordering, it also creates 'tablet hell' for restaurants juggling multiple apps," commented PAR CEO, [Savneet Singh](#). "Together with GrubHub, our MENU Link solution tackles this head-on by integrating all major delivery services into one system. This innovation provides restaurants the capabilities they need to thrive on digital demand."

Restaurants gain centralized control over their menus, dynamic pricing for different channels, store-level information and order data from third-party marketplaces with MENU Link. This unified approach eliminates confusion, costly errors and duplicative work that often comes with managing multiple tablets from various delivery services.

About PAR Technology

For more than 40 years, PAR Technology Corporation's (NYSE: PAR) cutting-edge products and services have helped bold and passionate restaurant brands build lasting guest relationships. We are the partner enterprise restaurants rely on when they need to serve

amazing moments from open to close, during the most hectic rush hours, and when the world forces them to adapt and overcome. More than 70,000 restaurants in more than 110 countries use PAR's restaurant point-of-sale, digital ordering, loyalty and back-office software solutions as well as industry-leading hardware and drive-thru offerings. To learn more, visit partech.com or connect with us on [LinkedIn](#), [X \(formerly Twitter\)](#), [Facebook](#), and [Instagram](#).

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