



## **Bruster's Real Ice Cream Franchise Rolls Out Paytronix-Powered Loyalty Program and App**

*New Sweet Rewards Loyalty Program features advanced data analytics capabilities to help drive sales*

**Newton, MA –May 7, 2018** – Paytronix Systems, Inc., [an innovator in mobile loyalty and online ordering applications, mobile payment, and digital communication tools](#), and [Bruster's Real Ice Cream](#), with growing legions of fans nationwide, announces the launch of Bruster's new Sweet Rewards customer loyalty program, across most of its 200 franchised shops in 20 states.

The new Sweet Rewards loyalty program provides customers with two easy ways to join by either downloading the Bruster's App or registering online at [BrustersSweetRewards.com](#). Guests receive a \$3 reward just for joining, earn 1 point for every \$1 spent and at 50 points will earn a \$5 reward, plus more exclusive offers for members. The App, supported by iPhone and Android smartphones, also allows customers to track progress, browse the menu, share on social media and find nearby locations.

"Bruster's goal is always to have our franchisees be successful from the day they open their doors. Our new Sweet Rewards loyalty program is an important marketing initiative to aid in their success," said Jim Sahene, Chief Executive Officer, Bruster's Real Ice Cream. "We invested in the Paytronix-powered rewards program because we believe it is the best platform for enabling franchisee and consumer adoption. Our entire team is excited to be working with Paytronix to grow our business through real-time consumer insights direct from our growing fan base."

For close to 30 years, Bruster's has worked to develop its franchise operations largely by protecting the integrity of its brand, developing brand enthusiasts and helping individual store owners drive sales. Bruster's leaders wanted to move from a long-time eClub to a more modern, full-scale loyalty program that would enable its franchisees to take advantage of data analytics and mobile technology to uncover opportunities for increasing revenue.

Bruster's turned to Paytronix as its loyalty program partner and worked closely with their team to develop a strategy to migrate legacy eClub members to its new program.

Prior to the program launch, Bruster's had invested in new NCR Silver POS systems and scanners in each location. The new technology integration enables store personnel to instantaneously scan the mobile Bruster's app or identify a customer through phone number look-up on the POS system.

"By teaming up with Paytronix, Bruster's can be more strategic about how it influences buying decisions through relevant customer engagement," said Jennifer Brinker, Vice President of Marketing, Bruster's Real Ice Cream. "The Paytronix program will not only provide critical consumer data to market to our customers' individual

desires and needs, but it is easy and fast for franchisees to implement, as well as for our guests to participate in and become lifelong fans.”

“Bruster’s Real Ice Cream has made a strategic investment that will aid individual franchisees as they compete in their markets,” said Michelle Tempesta, head of marketing, Paytronix Systems, Inc. “From program design to implementation to the program rollout to all of its stores, Bruster’s Real Ice Cream has capitalized on the ability of the Paytronix Rewards platform to deliver a sophisticated data-driven loyalty program that will scale with Bruster’s unique business.”

### **About Bruster’s Real Ice Cream**

Bruster’s Real Ice Cream features 150 flavors of premium, handcrafted ice cream, yogurt, Italian ice and sorbet. Starting with a proprietary, home-style mix delivered fresh from its dairy, Certified Ice Cream Makers in each shop craft at least 24 flavors every day. There are nearly 200 independently owned locations in 20 states, Guyana and South Korea. Click [here](#) for franchise information.

### **About Paytronix Systems, Inc.**

Based in Newton, Massachusetts, Paytronix is a [provider of SaaS customer experience management \(CXM\) solutions for restaurants and convenience store brands](#). Through its innovative software design and integrations with widely used point of sale systems, Paytronix empowers more than 330 customers with the flexibility to build unique, revenue-enhancing guest experiences. Customers benefit from big data consumer insights that Paytronix generates through 1-to-1 engagement with more than 165 million loyal guests—via mobile, social and today’s most innovative digital marketing tools. As a result, customers motivate their guests to increase spend and drive revenue. For more information, visit [www.paytronix.com](http://www.paytronix.com).

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