



## Fresh with Benefits™: Alltown Fresh® Wows Guests with the Full Paytronix Platform



CATEGORY: Program Launch Leader

Founded in  
Waltham, Massachusetts



8

locations around the  
Northeast U.S.

Paytronix platform deployed for:

LOYALTY      MESSAGING  
ORDER & DELIVERY      MOBILE

Alltown Fresh® is something entirely unique: a handcrafted kitchen and market that also sells fuel. A foodie haven, Alltown Fresh® features favorites like kombucha on tap and fresh-blended smoothies.

The menu reflects clean, whole ingredients that meet a range of dietary and lifestyle needs.

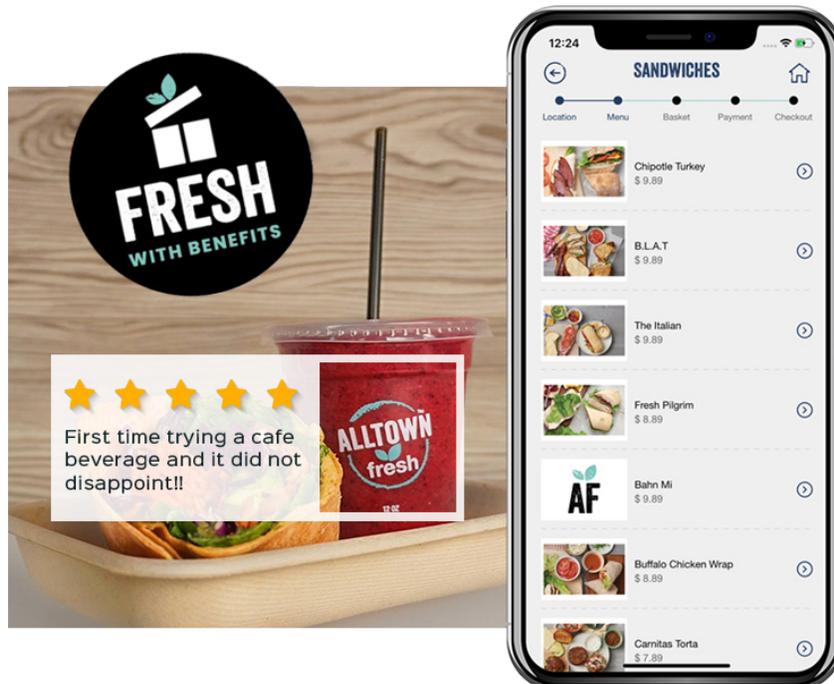


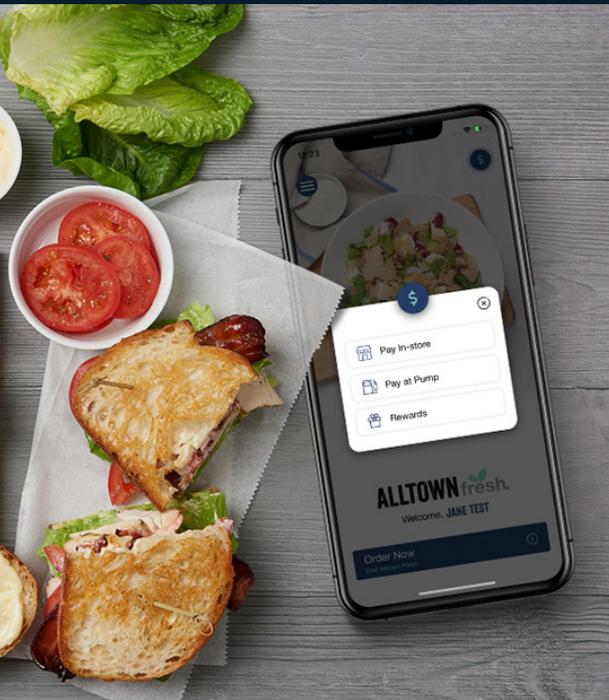
## Fresh with Benefits™: Alltown® launches Fresh Order & Delivery, Mobile App and Loyalty

Looking for a guest engagement platform that would match its unique and cutting-edge brand promise, Alltown Fresh® launched its new guest loyalty program, order and delivery service, and mobile app on the Paytronix platform. Its Fresh with Benefits™ loyalty program, in conjunction with the Paytronix-designed Alltown Fresh® mobile app, enables customers to place food orders, make contactless payments, and earn and redeem rewards.

Mobile and online orders have quickly become a key part of overall sales for Alltown Fresh®, with the majority of them being for either takeout or curbside pickup. Guests can even alert the store about their arrival using the app, making for a frictionless and convenient curbside experience.

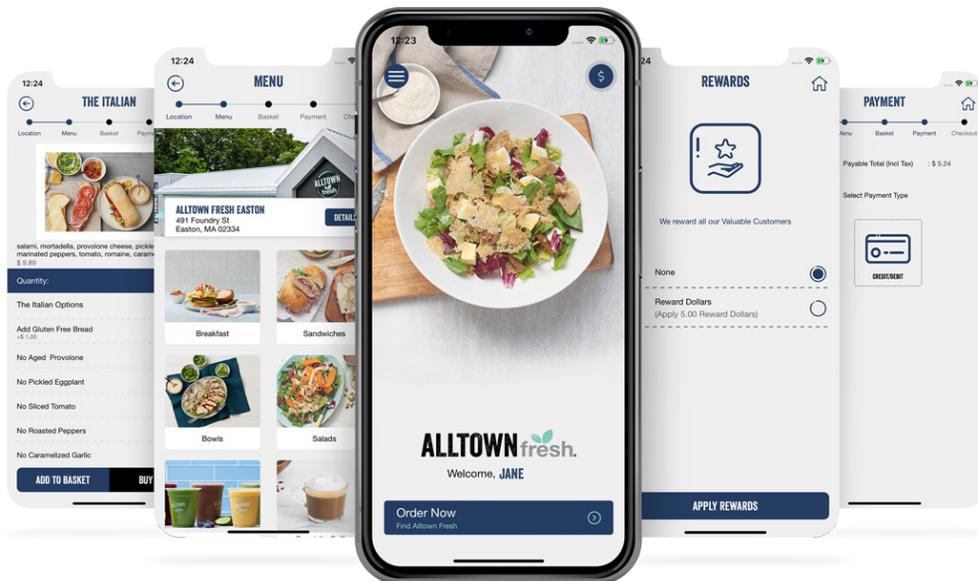
Through the Paytronix FEEDbackSM tool, one guest stated: “First time trying a café beverage and it did not disappoint!! It was ready right on time, waiting for me to grab and go! The taste was delicious and made as requested.”





*“We’re thrilled to launch this first-of-its-kind Alltown Fresh® App to our guests. The ability to custom-order your sandwich, smoothie, or salad – and use the same app to fuel your car and pay without touching the PIN pad – is a game changer. Plus, guests earn points with every food and fuel purchase through our new Fresh with Benefits™ loyalty program, resulting in valuable rewards that fit our guests’ lifestyles. It’s the latest example of our commitment to anticipating guests’ needs and providing exceptional food, service, and hospitality.”*

**JOANNA LINDER, VICE PRESIDENT OF MARKETING  
GLOBAL PARTNERS LP**



## Giving Customers Complete Control of Their Experience

Fresh with Benefits™ provides guests with savings every time they use the new Alltown Fresh® app or their registered phone number when buying fuel or making in-store purchases. The rewards they earn are redeemable in-store or at the pump, and a managed wallet makes contactless payment simple. Since the app is fully integrated with the loyalty program, guests are also able to track their progress toward the next reward.

The Alltown Fresh® app was custom-designed by Paytronix to promote customer engagement. While most apps manage the basics of food and fuel services, Alltown Fresh® puts the guest in control with custom order capability for all items on the menu. This is great news for guests requiring gluten-free, vegan, vegetarian, or allergen-free dishes, as well as those who just want something different, like extra avocado on their toast. The user-friendly app has an intuitive design that enables easy navigation.

*"Ordering through the app is a huge plus!" says one guest. "Food is always great and the service and help from the staff is exceptional!"*

*Said another: "Crazy impressed. Food. People. Interior. Selection. App features. Rewards. Wow. Just wow."*

## Innovation at Every Level

The Alltown Fresh® menu is overseen by Chef Joshua Smith, an innovative culinary force who has a strong following among foodies in the Boston area. He created Alltown Fresh® as the restaurant market of the future, with handcrafted, made-to-order recipes, a curated selection of locally sourced goods and ingredients, worth-the-drive custom coffee, full-service catering, and a variety of household essentials. The highly customized food offerings cater to guests with a range of lifestyles and dietary needs, and plant-based options are among the choices.

Alltown Fresh® has locations in Massachusetts, Connecticut, and New York, with more openings planned. It is part of the Global Partners LP family of brands, one of the Northeast's largest independent owners, suppliers, and operators of gasoline stations and convenience stores (1,500+ locations in the U.S. and Canada, NYSE: GLP).

