

## Liquid Barcodes Continues Major Expansion Plans for North America

*Liquid Barcodes expands team and exhibits at the 2022 NACS Show in continued growth strategy in North American convenience industry*

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FAIRFAX, VIRGINIA - Liquid Barcodes Inc., the leading global loyalty and digital marketing technology platform, is expanding its footprint across North America with ambitious growth plans and additional resources to serve the market.

CEO Mats Danielsen comments, "We are focused on developing seamless, frictionless and innovative loyalty solutions for convenience retailers to drive growth by creating sustainable customer engagement and loyalty. We help retailers build customer loyalty with rewards/incentives, gamification and subscription programs in order to realize significant financial benefits and retail loyal customers. With North America being the largest convenience store market in the world, we are excited to add resources and investment to meet our expansion goals."

"Our expansion plans include additional sales and marketing resources, increased marketing spend for convenience industry events, frontline engagement with the National Association of Convenience Stores (NACS) and targeted marketing campaigns," says Saurabh Swarup, head of sales and general manager for North America.

He adds, "we are excited about the success we have had to date in the market and look forward to many more opportunities to bring value to the c-store channel, including exhibiting at the upcoming NACS Show in October."

Liquid Barcodes will be exhibiting in the New Exhibitor Area at the 2022 NACS Show in booth #3688 having a full presence of global staff available. Liquid Barcodes is a NACS Supplier Member and a Gold-level Member of Conexus.

Liquid Barcodes empowers convenience retailers across the globe with innovative loyalty solutions and subscription programs to drive incremental revenue growth, better engage customers to create sustainable loyalty, boost efficiencies and increase frequency of transactions while creating superior mobile and online buying experiences for their shoppers.

Leading retailers in the U.S. such as Circle K, Stinkers Stores, United Pacific dba Rocket Stores, Sunshine Gasoline Distributors, and First Coast Energy dba Daily's are improving customer loyalty with Liquid Barcodes solutions. Globally, notable customers include Couche-Tard in Canada, Circle K in Europe and Asia, FEMSA/OXXO's European operations Valora Retail, and Reitan Convenience Group, the master franchisee for 7-Eleven in Scandinavia.

### About Liquid Barcodes

[Liquid Barcodes](#) is a leading global loyalty and digital marketing technology company specializing in the convenience and foodservice industries. Their proprietary cloud-based technology platform allows retailers to create and manage their digital marketing campaigns, including subscriptions, with a proprietary process called the "customer connection cycle" to engage, promote and reward customer activities in real-time across digital and media channels.

Liquid Barcodes has a variety of solutions to meet the individual needs of convenience retailers, ranging from a complete loyalty platform to specific add-on modules for existing loyalty programs. Features such as rewards, gamification, AI and machine learning, and subscriptions for a variety of products and services are customizable to suit retailer needs. Learn more at [liquidbarcodes.com](https://liquidbarcodes.com).

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