

Liquid Barcodes Launches Its Successful European Foodservice Frequency Booster Program in the U.S. To Drive Traffic, Boost Food and Beverage Sales, and Maximize Engagement

FAIRFAX, VIRGINIA – April 3, 2025 – Liquid Barcodes, a global leader in loyalty, subscription, and digital marketing solutions for convenience retailers, announces the launch of its **Foodservice Frequency Booster**, a comprehensive program designed specifically to help convenience retailers increase foodservice purchase frequency and drive customer engagement.

Liquid Barcodes has successfully driven in-store traffic and boosted foodservice sales for convenience retailers across Europe and is excited to introduce the **Foodservice Frequency Booster** program to the U.S. market.

Leading European convenience retailers like 7-Eleven, FEMSA, and Maxol have embraced Liquid Barcodes' innovative technology for years and have seen a measurable impact on their business. After listening closely to the industry and understanding the need for a solution that consistently drives foodservice traffic, Liquid Barcodes is excited to launch the **Foodservice Frequency Booster** program in the U.S.

The powerful Foodservice Frequency Booster program features three unique components:

- **Week Card Foodservice Category Value Deals** rewarding individual frequency within a week
- **Prepaid Foodservice Bundle Concepts** leading to increased visit frequency
- **Personalized Mechanics** like rich 1:1 push notifications and time-sensitive offers to entice customers to come back for more, sooner

All components are integrated into a seamless, user-friendly mobile app experience that benefits retailers and their customers. Like all Liquid Barcodes solutions, **Foodservice Frequency Booster** features plug-and-play integration with existing POS and loyalty systems, allowing for implementation in weeks rather than months. The platform offers retailers complete customization options, real-time analytics, and dedicated support from Liquid Barcodes' customer success team.

"American convenience retailers are facing exceptional challenges in today's market. We've been helping drive in-store traffic and increase sales for foodservice and beverage programs across Europe for years, and now we're thrilled to introduce **Foodservice Frequency Booster** to the U.S. market," says Mats Danielsen, CEO of Liquid Barcodes.

"In today's competitive convenience retail landscape, foodservice has emerged as a critical differentiator and profit center," says Saurabh Swarup, GM North America for Liquid Barcodes. "Our research shows that convenience stores that excel in foodservice offerings see significantly higher basket sizes and customer loyalty. **Foodservice Frequency Booster** gives retailers the digital tools they need to transform casual shoppers into regular foodservice customers, creating the kind of recurring revenue and increased foot traffic that drives sustained growth," he adds.

Key Benefits of the Foodservice Frequency Booster Program:

- **Increased Store Traffic:** Valuable must-have offers drive daily visits, creating opportunities for additional purchases
- **Enhanced Customer Loyalty:** Personalized rewards and discounts incentivize repeat purchases and foster brand affinity
- **Predictable Revenue Streams:** Prepaid and bundle concepts generate recurring revenue
- **Valuable Customer Insights:** Platform collects data on customer preferences and behaviors to optimize offerings
- **Customizable Campaigns:** Retailers can personalize promotions and incentives based on customer segments
- **Seamless Integration:** Works with existing POS systems and mobile app loyalty programs

Swarup asserts: "We understand the growing demand for a tech-based solution that not only drives consistent traffic to foodservice offerings but also boosts sales and strengthens customer loyalty for the long term. With rising competition from quick-service restaurants and food delivery services, convenience stores need to leverage technology that elevates their foodservice offerings and creates meaningful connections with their customers. **Foodservice Frequency Booster** delivers exactly that – a proven system for increasing foodservice sales while gathering valuable customer data that enables retailers to refine their offerings and marketing strategies."

Liquid Barcodes representatives will be showcasing **Foodservice Frequency Booster** at upcoming industry events, including the NACS State of the Industry Summit, and are currently offering personalized demonstrations to interested retailers.

Learn more about **Foodservice Frequency Booster** and schedule a demo at liquidbarcodes.com

About Liquid Barcodes

Liquid Barcodes is the leading loyalty platform for convenience retailers. Unlike other solutions, ours has been designed from the ground up to retain member engagement and activity. Every aspect, from the fundamental system architecture to the small details that make our loyalty apps such a joy to use, is crafted to ensure a highly personalized, gamified experience.

Our loyalty programs are so engaging and visually appealing that members remain active over time, making us better than any other solution at retaining your members' attention. Increased attention translates into increased impact. Ultimately, these differences will make your loyalty program a more powerful and effective tool when you work on increasing basket size and visit frequency.

Learn more about Liquid Barcodes at liquidbarcodes.com.

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