

Liquid Barcodes to Showcase Loyalty Solutions at 2025 NACS Show

FAIRFAX, VA, October 7, 2025 – Liquid Barcodes is excited to exhibit at the 2025 NACS Show after an extremely successful year.

The Liquid Barcodes Experience

In its fourth year exhibiting at the world-famous NACS Show, Liquid Barcodes is excited to share its newest developments and tools, including:

- **The Loyalty Platform for Convenience Stores:** From clubs and points to tiers and couponing with gamification, Liquid Barcodes mobile apps have powered c-store loyalty marketing programs around the world for more than a decade.
- **Foodservice Frequency Booster:** Supercharge foodservice sales with a customizable app bundle that includes Week Card Foodservice Category Value Deals rewarding individual frequency within a week, Meal VIP Passes 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.
- **Best-in-Class Subscription Program Solutions:** The hot trend in convenience and food retailing is subscription programs for car washes, food, beverages, and more. Liquid Barcodes subscription apps are the most used in the convenience industry.
- **Certified Loyalty Integrations:** Liquid Barcodes programs enjoy seamless integration with Verifone and Gilbarco Veeder-Root point-of-sale systems.
- **Liquid Barcodes Customer Success Team:** The expert Customer Success team members at Liquid Barcodes work with c-store retailers from development and beyond to ensure successful, seamless implementations. With years of experience, the team can suggest course corrections to ensure retailers get the most out of their programs.

2025 NACS Show attendees are invited to visit the **Liquid Barcodes booth S3563 in the Technology area** to meet with the Liquid Barcodes team and demo all the mobile apps they have to offer.

Liquid Barcodes is a proud sponsor of Insight Research's **Best Foodvenience Store in the World** competition. Visit the Liquid Barcodes booth to meet 2025 competitors from around the globe that are hoping to win the highly coveted award in November 2025! Learn more at [GlobalConvenience.com](https://www.globalconvenience.com).

2025 Customer Successes

The Liquid Barcodes sales and development teams have been incredibly busy this year, signing many notable global retailers and launching several new programs. Here is a highlight of 2025 retailers in the news.

- **Nisqually Markets** (Washington): *Go! Nisqually Markets* was released in Q2, featuring customer rewards, subscriptions, and gamification [LIVE]
- **S&S Petro** (Washington): *My Royal Rewards* was released in Q2, featuring rewards, discounts, tobacco offers, and soon with delivery powered by Vroom Delivery [LIVE]
- **Seasons Corner Market** (Rhode Island): Released car wash subscription program in coordination with RoviTown in Q2 [LIVE]
- **Circle K U.S.:** Wildly successful car wash subscription program migrated to a new, sleek, modern platform in Q3 [LIVE]

- **Exprezo** (Florida): Released loyalty app featuring rewards, games, and delivery powered by Vroom Delivery in Q3 [LIVE]
- **Daily's** (Florida): Loyalty app and carwash subscription integrated with Shell Fuel Rewards [COMING SOON]
- **Graham Enterprises dba Trio Stores** (Illinois): Car wash subscription program [COMING SOON]
- **Majors Management MAPCO**: Car wash subscription program [COMING SOON].
- **Mega Saver** (Nebraska): Loyalty app with car wash subscription program, rewards, and soon with delivery powered by Vroom Delivery [COMING SOON]
- **Parkland USA**: Car wash subscription program [COMING SOON]

About Liquid Barcodes

Liquid Barcodes is a leading global loyalty and digital marketing technology company specializing in the convenience and foodservice industries. The proprietary, cloud-based technology platform allows retailers to create and manage their digital marketing campaigns with a process called the *Customer Connection Cycle* to engage, promote, and reward customers' activities in real-time across digital and media channels.

Liquid Barcodes loyalty platform is powering loyalty programs for industry leaders across several global markets, by offering unique subscription, mobile payment programs, machine learning, personalization, gamification, loyalty, and other capabilities.

Learn more about Liquid Barcodes at LiquidBarcodes.com.

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