



Buffalo Wild Wings uses NCR online ordering across all restaurants to increase revenue

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Wing chain enhances service with global tech leader's restaurant solutions

DULUTH, Ga.--(BUSINESS WIRE)--Apr. 15, 2014-- [NCR Corporation](#), the global leader in consumer transaction technologies, today announced that Buffalo Wild Wings® has selected the [NCR Aloha Online Ordering](#) solution for its 1,000 company-owned and franchised locations to help drive its takeout ordering business. Adding online ordering functionality to its existing NCR technology solution will enable Buffalo Wild Wings to manage both on and off-premise transactions seamlessly within one system.

Aloha Online Ordering enables Buffalo Wild Wings customers to order online and avoid wait times on the phone. Their payment information is securely stored for future orders and they can review their order, increasing order accuracy. All web orders are instantly distributed to the appropriate store and then routed to the kitchen.

According to the [National Restaurant Association](#), technology innovation continues to play a vital role within the industry. Nearly one-fifth of consumers say technology options are an important feature that factors into their decision when choosing a full-service restaurant; 24 percent of 18- to 34-year-olds say they consider a restaurant's technology options when selecting where to eat.

"NCR is a strategic vendor partner whose innovative solutions will enable us to create a branded experience that resonates with our guests. The combination of the POS solution and online ordering have allowed us to operate with greater efficiency and engage guests for greater sales," said Karen Bird, vice president of technology, Buffalo Wild Wings.

Buffalo Wild Wings chose NCR for its global footprint, best-in-class solutions, reputation and commitment to the restaurant industry and the ability to work with one vendor as a long-term partner.

"Providing an exceptional guest experience continues to be the number one priority for foodservice operators," said Kim Eaton, president, NCR Hospitality. "Our goal is to support Buffalo Wild Wings vision of improving the guest experience by helping them make everyday easier for their customers with more speed and accuracy, while providing flexibility in their ordering experience."

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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About Buffalo Wild Wings

Buffalo Wild Wings, Inc., founded in 1982 and headquartered in Minneapolis, is a growing owner, operator and franchisor of Buffalo Wild Wings® restaurants featuring a variety of boldly flavored, made-to-order menu items including its namesake Buffalo, New York-style chicken wings. The Buffalo Wild Wings menu specializes in 21 mouth-watering signature sauces and seasonings with flavor sensations ranging from Sweet BBQ™ to Blazin'®. Guests enjoy a welcoming neighborhood atmosphere that includes an extensive multi-media system for watching their favorite sporting events. Buffalo Wild Wings is the recipient of hundreds of "Best Wings" and "Best Sports Bar" awards from across the country. There are currently over 1,010 Buffalo Wild Wings locations in the United States, Canada and Mexico.

To stay up-to-date on all the latest events and offers for sports fans and wing lovers, like Buffalo Wild Wings on Facebook, follow @BWwings on Twitter and visit www.BuffaloWildWings.com.

Source: NCR Corporation

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