Pressed Juicery Selects NCR Voyix Solutions to Squeeze Greater Value Out of its Technology

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ATLANTA--(BUSINESS WIRE)--May 6, 2024-- Pressed Juicery, a pioneer in cold-pressed juices and wellness offerings, is proud to announce its choice of NCR Voyix (NYSE: VYX), a global leader in digital commerce solutions, to enhance guest experience through innovative technology. By adopting the premier platform-based Point of Sale (POS) solution, Aloha Cloud by NCR Voyix, Pressed Juicery is set to redefine convenience, speed, and personalization in guest service.

Aloha Cloud by NCR Voyix is more than just a POS; it's a comprehensive solution that integrates an easy-to-use interface with robust consumer loyalty and marketing tools, all-in-one reporting, and next-day payment processing, streamlining operations and elevating the guest experience.

Janet Puliafico, senior director retail operations at Pressed Juicery, emphasizes the strategic impact of this partnership, "The suite of cloud solutions from NCR Voyix is a game-changer for us, blending physical and digital interactions seamlessly. This move not only modernizes our tech infrastructure but also equips us to meet our guests' evolving needs with efficiency and ease."

NCR Voyix empowers Pressed Juicery with a versatile platform, unifying its brick-and-mortar outlets with its e-commerce channels. This integrated approach ensures comprehensive insights across the business, enhancing decision-making capabilities and minimizing discrepancies in loyalty engagement, consumer interactions and inventory management.

Benny Tadele, executive vice president and president of Restaurants at NCR Voyix, outlines the critical focus of this solution, "As Pressed Juicery scales, it's crucial to have a technology partner that grows with them. Our unified commerce platform ensures that Pressed Juicery stays ahead of market trends, offering the smart technology and operational efficiency required to adapt to the rapidly changing dining landscape."

The partnership enables Pressed Juicery to centralize data for a panoramic view of sales, guest preferences and operational metrics. This consolidation facilitates a tailored guest journey, enhancing the brand's ability to offer unique, memorable experiences that resonate on a personal level.

Puliafico reflects on the strategic value to their business, "Our loyal and VIP guests are our bedrock. Enhancing their experience and ensuring consistent, error-free interactions across all channels isn't just a goal—it's our promise. Thanks to NCR Voyix, we're delivering on that promise, every day."

Discover how NCR Voyix is shaping the future of restaurant technology and guest engagement.

About NCR Voyix

NCR Voyix Corporation (NYSE: VYX) is a leading global provider of digital commerce solutions for the retail, restaurant and digital banking industries. NCR Voyix transforms retail stores, restaurant systems and digital banking experiences with comprehensive, platform-led SaaS and services capabilities. NCR Voyix is headquartered in Atlanta, Georgia, with customers in more than 40 countries across the globe.

About Pressed Juicery

Pressed Juicery is the leading cold-pressed juice and functional wellness brand dedicated to making healthy living as convenient and delicious as possible. The company's mission is to pave the way for plant-forward living by making real healthy food accessible to everyone. The brand offers over 40 delicious varieties of cold-pressed juice, plant-based milks, power-packed smoothies, health-boosting shots, and revolutionary soft serve made from only fruits, nuts, and vegetables. Pressed operates over 110 Pressed Juicery retail stores in nine states, and is available in nearly 4,000 locations through its wholesale partners and can be purchased directly from their website to any location within the U.S. For a complete list of locations where Pressed is available, please visit pressed.com and follow Pressed on Facebook & @pressedjuicery on Instagram & Twitter.

Website: www.ncrvoyix.com
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