



## First Watch streamlines, improves customer experience with pay-at-the-table technology

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*New payment option reduces wait times, drives efficiency for employees with Up 'n go partnership*

Bradenton, FL (March 14, 2024) – Paying at First Watch is now a “snap” thanks to new pay-at-the-table technology. The award-winning Daytime Dining concept partnered with [Up 'n go](#) to unveil pay-at-the-table technology in its more than 420 corporate-owned restaurant locations.

“Everything we do is through the lens of bettering the in-restaurant experience for both our customers and our teams – and Up 'n go’s pay-at-the-table technology does exactly that,” said Dan Jones, Chief Operations Officer at First Watch. “As customers opt to use this new option, congestion at the front – especially when we are on a wait – is reduced. Tech improvements like this help us serve even more demand without sacrificing any of the things people love about dining – and working – at First Watch.”

During a recent week, more than 125,000 First Watch customers elected to use the new feature. Assuming 30 seconds saved per transaction at the register, paying at the table saved more than 1,000 combined customer and employee hours.

“The benefits for both customers and employees are undeniable,” said Rob Conti, Senior Vice President of Information Technology at First Watch. “Up 'n go’s payment flow is incredibly user-friendly and reliable, thanks to direct integration with our NCR Aloha POS.”

Without downloading an app or creating an account, customers can now simply scan a QR code on their check to pay with Apple Pay, Google Pay or credit card. The check can be paid in full or easily split.

“Up 'n go dramatically enhances an often overlooked, but extremely important part of the dining experience, which is paying the check,” said Up 'n go CEO Touradj Barman. “Customers want to save time and split checks fairly. Up 'n go helps guests walk out of the restaurant feeling happy, and more likely to recommend the restaurant and return. Up 'n go also makes staff more efficient and helps restaurants serve more covers in less time.”

Up 'n go is a leading provider of pay-by-phone technology solutions for the restaurant industry.

### About First Watch

First Watch is an award-winning Daytime Dining concept serving made-to-order breakfast, brunch and lunch using fresh ingredients across its network of neighborhood restaurants. A recipient of hundreds of local “Best Breakfast” and “Best Brunch” accolades, First Watch’s chef-driven menu includes elevated executions of classic favorites along with specialties such as the Quinoa Power Bowl®, Farm Stand Breakfast Tacos, Avocado Toast, Chickichanga, Morning Meditation, Spiked Lavender Lemonade and its signature Million Dollar Bacon. In 2023, First Watch was recognized as the top restaurant brand in Yelp’s inaugural list of the top 50 most-loved brands in the U.S. In 2023 and 2022, First Watch was named a Top 100 Most Loved Workplace® in Newsweek by the Best Practice Institute. In 2022, First Watch was awarded a sought-after MenuMasters honor by Nation’s Restaurant News for its seasonal Braised Short Rib Omelet and recognized with ADP’s coveted Culture at Work Award. First Watch operates more than 520 restaurants in 29 states and employs more than 15,000 team members nationwide. For more information, visit [www.firstwatch.com](http://www.firstwatch.com).

### About Up 'n go

Up 'n go is a leading provider of pay-at-the-table solutions for the restaurant industry. Their innovative QR code payment technology has been used by over 15 million guests nationwide to conveniently settle their bills using their smartphones, enhancing the dining experience while streamlining operations for restaurant staff. With a focus on security, efficiency, and customer satisfaction, Up 'n go is revolutionizing the way payments are processed in restaurants nationwide. Up 'n go has processed over \$1.1B in transactions for the top digital-forward restaurant concepts.

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