

SURCHEROS FRESH MEX // FAST-CASUAL MEXICAN

Picked head-to-head, rolling out system-wide

Surcheros Fresh Mex ran a full RFP and a hands-on lab against other POS platforms, then chose NorthStar for POS and payments. Now it is rolling out across more than 40 corporate and franchise restaurants, with NorthStar mandated for every new store.

40+ RESTAURANTS ROLLING OUT, CORPORATE + FRANCHISE	100% OF NEW STORES OPEN ON NORTHSTAR	Won AN OPEN RFP & HANDS-ON LAB BAKE-OFF	1 PROVIDER FOR POS + PAYMENTS
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OPERATOR Surcheros Fresh Mex, fast-casual Mexican, 40+ restaurants	WHERE Georgia, Florida and Tennessee, and growing
CAME FROM An incumbent POS provider that stalled after being acquired, plus a full POS RFP	RUNS ON NORTHSTAR Order Entry POS · NorthStar Pay · Hardware & white-glove service

WHAT PUSHED THEM TO LOOK

Their POS provider got acquired, and stopped keeping up.

After its longtime provider was acquired by a payment-processing company, Surcheros watched the focus shift toward short-term profitability over long-term growth. The cost of processing doubled, and the product stalled, with the misalignment showing up where it hurts most: in integrations and key functionality. So they ran a full POS RFP to find a platform built for where they are headed, not where the incumbent had stopped keeping up.

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Acquired, then redirected. The provider's priorities shifted to short-term profit over long-term growth.
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Integrations falling behind. The connections a growing brand depends on stopped keeping pace.
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Key functionality missing. Capabilities that should be table stakes were not there.
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Cost of processing doubled. After the acquisition, the price of taking a card jumped sharply.

HOW THEY CHOSE

They built a lab and ran the platforms side by side.

Surcheros did not pick from a slide deck. They stood up a dedicated lab and ran NorthStar head-to-head against other POS platforms on their own RFP requirements. NorthStar actually entered behind on integrations and certain capabilities. What set it apart was what happened next: NorthStar built the integrations they needed, enhanced the functionality that mattered, and proved it in the lab.

✓ Run on NorthStar ✓ Order Entry POS: the system of record across every restaurant ✓ NorthStar Pay: payments and processing, on one provider with the POS ✓ New hardware: provided for every location, existing and new

→ How NorthStar backs it

→ White-glove onboarding:

on-site install, not a box in the mail

→ Next-day depot

hardware service

→ 24/7 support and training

→ Mandated standard:

every new store opens on NorthStar

HOW THE ROLLOUT WENT

Prove it small, then take it system-wide.

No leap of faith. Surcheros made NorthStar earn the chain one step at a time.

- 01

A formal RFP
Surcheros ran a structured search for a new POS and payments, with real requirements, not a wish list.
- 02

A hands-on lab bake-off
NorthStar went head-to-head against other platforms in a dedicated lab, built to Surcheros's own requirements and tested on real workflows.
- 03

A 60-day corporate pilot
Five corporate restaurants ran the system in the real world before anyone committed the chain to it.
- 04

Full system rollout
Corporate and franchise locations moving onto NorthStar POS and NorthStar Pay, with new hardware and on-site installs.
- 05

Mandated for new stores
Every new Surcheros opens on NorthStar, corporate or franchise, so the standard holds as they grow.
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Still rolling, Florida to Tennessee
The footprint keeps growing, and NorthStar grows with it, store by store. Underway today.

Stepped up

CAME IN BEHIND, WON THE BUSINESS

NorthStar entered the evaluation behind. It won by building what they needed.

NorthStar did not win this RFP by being furthest ahead on day one. By the CFO's own account, it came in **behind on integrations and certain capabilities**, then did the work: built the integrations Surcheros needed, enhanced the functionality that mattered, and showed the technical depth and commitment a growing brand can build on. That is why NorthStar is now their standard, corporate and franchise, and the platform every new store opens on.

If you're a growing brand or franchisor, here's the takeaway

✓ Make POS earn it.

A hands-on lab bake-off tells you more than any demo.

✓ POS and payments from one provider

means costs you can actually predict.

✓ A processor that quietly raises rates

is a profit leak that scales with you.

✓ Mandate the winner for new stores

so growth stays standardized, not scattered.