

Crack'd Kitchen Announces New VIP Program: An Overview of How It Works

August 18, 2026

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Crack'd Kitchen has rolled out a loyalty program called Crack'd VIP, now active at every location and across the brand's online ordering channels. The program is free to sign up for and runs on a points system: money spent on food and drinks earns points, which can later be applied toward menu items.

The basic mechanics will look familiar to anyone who has used a coffee shop or restaurant rewards card before. A guest enrolls once, then earns points on qualifying purchases going forward. As the point balance grows, it can be redeemed for items from the menu ? breakfast sandwiches, coffee drinks, and other regular items. Additional perks and member-only offers become available at higher point totals, with rewards varying based on a member?s accumulated points.

Enrollment happens in one of two places. Guests can sign up via the account portal linked from the Crack'd VIP page on the company website or through the Crack'd Kitchen mobile app, available on both iPhone and Android devices. The app allows members to check their point balance, view available rewards, and place pickup orders. There is no membership fee, no minimum purchase to join, and no card to carry around.

Points accrue on qualifying purchases made in person at the counter and on eligible orders placed online. Crack'd Kitchen recommends that anyone joining make sure their account is linked before ordering, since points are credited to the member's profile at the time of purchase rather than to a receipt or payment method after the fact.

A few practical notes are worth flagging for anyone considering signing up. Exclusions apply to the program, and the specifics can vary, so the company advises guests to check with their local store for details on what does and does not qualify. Crack'd Kitchen also reserves the right to modify rewards without prior notice ? standard practice for loyalty programs of this kind. Checking the balance periodically in the app is the simplest way to stay up to date on how many points a given number is worth.

Crack'd VIP is available across the company's five locations: Andover, Peabody, and Burlington in

Massachusetts; Salem, New Hampshire; and Plantation, Florida. The Peabody store has a drive-thru, and the Burlington store also serves a weekday dinner menu. Hours vary by location, with most stores opening at 6 a.m. Membership applies to all of them, meaning points earned at Andover can be redeemed at Peabody or Plantation without any extra steps.

Loyalty programs have become increasingly common across the fast-casual and coffee categories, giving restaurants a way to organize rewards while maintaining direct communication with enrolled customers. For Crack'd Kitchen, the program provides a centralized system for tracking points, rewards, and member communications across its locations.

Guests who are already app users may find they have less setup to do than expected, since the app and the rewards account are connected. Anyone who has previously downloaded the app but has never created a profile will need to complete that step to begin earning.

The program is designed primarily for customers who make repeat purchases and want to track points through a single account. There is no membership fee to enroll, although qualifying purchases, point values, exclusions, and available rewards are subject to the program's current terms. Customers with questions about earning or redeeming points can review the program information online or contact the applicable Crack'd Kitchen location for clarification.

Crack'd Kitchen operates restaurant locations in Massachusetts, New Hampshire, and Florida, as well as its Volkswagen food truck and catering services. With the Crack'd VIP program now available across all five restaurant locations and eligible online orders, the company is placing added emphasis on creating a more consistent rewards experience for returning customers. By giving members a straightforward way to earn, track, and redeem points, the program reflects the growing role loyalty services play in maintaining ongoing customer relationships across multiple locations.

About Crack'd Kitchen:

Crack'd Kitchen serves breakfast and lunch with a menu that includes house-made breakfast dishes, sandwiches, salads, and bowls—familiar favorites with a few creative twists. The drink lineup features smoothies and coffee made with in-house blends.

The focus is on getting the basics right every time: food quality, consistency, and a smooth guest experience from order to pickup.

Crack'd Kitchen continues to refine how the kitchen and front-of-house operate, with practical updates—often supported by technology—designed to handle busy periods efficiently and keep service moving for both

dine-in and take-out guests.

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