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Paramount Liquor integrates FASSTA to bring automated invoicing innovation to hospitality

Paramount Liquor has launched a new integration partnership with FASSTA, a leader in hospitality software innovation, to introduce automated invoice management to venues and suppliers across Australia.

With more than 20 years of experience developing technology for the industry, FASSTA has focused on solving one of hospitality's longest standing operational challenges: managing supplier invoices. FASSTA Connect automates invoice processing from end to end, capturing every line item, reducing costly errors, and integrating seamlessly with accounting and POS systems including MYOB and Xero.

Paramount Liquor's adoption of FASSTA Connect reinforces the distributor's commitment to purposeful innovation and to supporting the operational efficiency of thousands of venues nationwide.

"We have worked with FASSTA for more than five years, and the integration into our website is a natural next step in how we continue to innovate for our customers," said Matt Jeffrey, Chief Operating Officer at Paramount Liquor. "FASSTA Connect gives venues and suppliers a simpler, faster, and more accurate way to manage invoices. By removing unnecessary manual work, we are helping operators stay focused on the parts of hospitality that matter most. This partnership strengthens the efficiency of our network and modernises how our industry operates."

The partnership marks a shared commitment to modernising hospitality through practical, impactful innovation. By integrating automated invoicing into everyday workflows, Paramount Liquor and FASSTA aim to reduce admin pressure across the sector and empower venues to operate with greater confidence and efficiency.

About FASSTA

FASSTA is an Australian hospitality software company with more than 20 years of experience developing technology that streamlines back-of-house operations for venues and suppliers. Purpose-built for the hospitality industry, FASSTA focuses on solving one of the sector's most persistent challenges: managing supplier invoices.

Website: <https://www.fassta.com/>

About Paramount Liquor

Paramount is more than a liquor wholesaler. Paramount Liquor are tastemakers, pioneers, and thought leaders, dedicated to shaping the future of Australia's hospitality industry. With a focus on innovation and technology, since 1992 Paramount are your partners in success, offering an unmatched range, exceptional service, and expert insights that drive growth and help your venue thrive.

Website: <https://www.paramountliquor.com.au>