

# Monthly **03** Newsletter

e·|·|·o  
GROUP

January 2025

Welcome to the third edition of the Ello Group newsletter, designed to share all of the latest news and updates on our **products, partners and the wider customer loyalty and rewards market.**

## Ello Group stands for Engagement, Loyalty & Lifetime Optimisation – meaning loyalty is built into our DNA.



With our homegrown products, expert services, nimble tech, and experienced people, we achieve real commercial results for our clients and partners, increasing acquisition and engagement.

Already providing some of the UK's largest brands with our market leading propositions, our capabilities are ever-growing to help our clients deliver incremental commercial revenue and delight consumers.

We're the engine behind the UK's three leading dining discount schemes: **tastecard**, **Gourmet Society** and **Coffee Club**, drenched in dining heritage. And we've got the home-grown products to build a lasting, money-saving connection.

**Our products keep getting bigger and better...**

tastecard

**50%**

GROWTH IN 2024

gourmet  
society.

**33%**

GROWTH IN 2024



coffee club



## ☕ New Partnership Alert! ☕

We're thrilled to announce our exciting new partnership with YourParkingSpace! Now, customers who book their parking spot through YourParkingSpace can enjoy **an exclusive FREE Coffee Club membership**, making every booking even more rewarding.

What's the perk? With a free Coffee Club membership, customers receive **25% off delicious barista-made drinks at over 1,000 coffee shops nationwide**, including favorites like Caffè Nero, Cinnabon, Black Sheep Coffee, and many more.

**How to Claim:** Redeeming this reward is simple! To receive a free Coffee Club membership, customers need to:

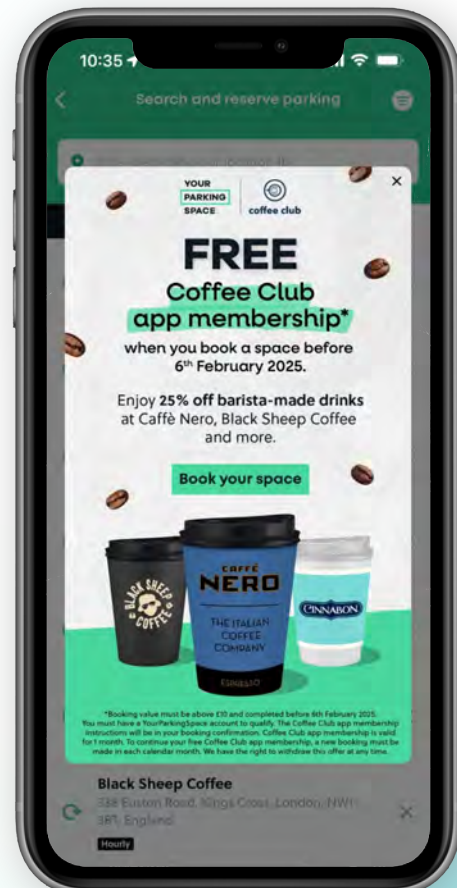
- ✔ Complete an hourly or daily parking booking worth £10 or more
- ✔ Follow the easy steps included in their booking confirmation email.

**Why Coffee Club?** A Coffee Club membership is the perfect way to:

- 📈 Attract new customers with everyday coffee discounts
- 👉 Enhance customer loyalty with valuable, daily perks

Whether they're latte lovers, espresso enthusiasts, or fans of a classic cup of tea, their coffee breaks are officially covered!

💡 Want to discover how Coffee Club can add value to your business? Get in touch with us today to learn more about partnership opportunities.



## What's new this month?

### Caffè Nero – Honey Oat Latte

**Caffè Nero's Winter Warmer Menu is back**, featuring the returning crowd-pleaser: the Honey Oat Latte. This delightful beverage combines Classico espresso sweetened with honey syrup, steamed oat milk, and is topped with whipped cream and a sprinkle of honeycomb for a golden crunch.



Available  
at 660+  
locations

tastecard, Coffee Club, Gourmet Society and Compare the Market customers can enjoy 25% off barista-made drinks from Caffè Nero, including all seasonal drinks. Don't miss out on this cosy winter treat – head to your nearest Caffè Nero and warm up with the Honey Oat Latte today.

## PREZZO

### Try something new!

Enjoy a **FREE** side from Prezzo's brand-new menu with your **2-for-1 meals**, exclusively with tastecard.



### Prezzo – January Heightened offer – **Free Side**

🎉 New Year, New Perks! 🎉 tastecard has kicked off the new year with delicious perks! **Throughout January, tastecard members can enjoy a FREE side at Prezzo alongside their 2-for-1 discount** – simply by showing their tastecard when dining. 🍷 From garlic bread and truffle fries to a crisp, fresh salad, there's a side to satisfy every craving.

📅 The offer is available **from 6th – 31st January**. Customers just need to present their tastecard to claim their tasty side.

Available  
at 90+  
locations

## ASK ITALIAN

Available  
at 50+  
locations

## ASK Italian – New Menu

Drop by ASK Italian this January and discover their exciting new menu, crafted to kick off 2025 with bold flavours and fresh dishes. As a member, you can enjoy 2 for 1 on delicious meals – the perfect way to celebrate the new year with great food and even better company.

**Pesto Garlic Bread:** Our folded Garlic Bread topped with pesto.



**ASK Favourites Sharer:** Our most-loved starters: Mushrooms Al Forno & Butterfly King Prawns, Chicken Lecca Lecca, Bruschetta Crostini, Mozzarella & Garlic Dough Bites and Olives with spicy tomato & garlic mayonnaise dips, served on a three tier stand.



**Viva Vegana:** Classic round pizza with pizza sauce mozzarisella topped with THIS! Bacon, mushrooms, onions, roquito pearls and thyme. Finished with parsley.



**Caesar Classica:** A timeless favourite. Fresh baby gem lettuce topped with chicken breast pieces and smoky pancetta, tossed in our signature Caesar dressing, flavoured with anchovies and Italian cheese. Finished with riserva cheese croutons.





## January's Must-See Films at Vue

The new year brings a cinematic lineup your customers won't want to miss! With a variety of thrilling, heartwarming, and action-packed films, there's something for everyone at Vue this January.

Cinema is the UK's favourite entertainment activity, making it the perfect reward to drive customer loyalty, engagement, and retention. Vue's modern venues, premium recliner seating, and award-winning picture and sound create unforgettable experiences that leave lasting impressions.

### Why Choose Vue for Rewards?

- **Universal Appeal:** Mass audience reach with 150M+ annual admissions.
- **Flexible & Personal:** Free or discounted tickets to suit any reward strategy.
- **Unmatched Experience:** Premium comfort in 40% recliner venues.

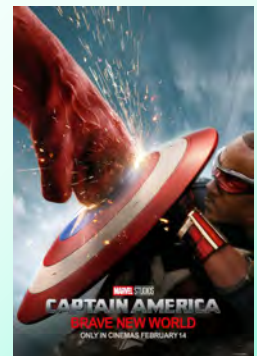
During these cold and grey weeks, the cinema is the perfect place to escape, offering warmth, outstanding comfort, and an incredible lineup of films to enjoy. With fully reclinable seats available in 40% of venues, you can sit back and enjoy the ultimate viewing experience.

What's great about cinema is its mass appeal across all demographics, offering an unparalleled experience that keeps audiences coming back time and time again. **It's no wonder cinema remains the UK's favourite entertainment activity, with 71% of the population visiting each year.**

**With Valentine's Day just around the corner, there's plenty to get excited about. For the ultimate Galentine's treat, Bridget Jones: Mad About the Boy** promises plenty of laughs and heartfelt moments, while action fans can look forward to Captain America. It's the perfect time to grab some popcorn, settle into your seat, and let yourself be transported.



**Marie Duelund,**  
Head of Strategic Partnerships



Give the Gift of the Big Screen – Explore Vue Rewards Today

[vuepass.com](http://vuepass.com)