

Monthly **06** Newsletter

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GROUP

April 2025

Welcome to the April edition of the Ello Group newsletter, designed to share 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

Golden Tours and tastecard team up to make sightseeing even better.

We're excited to share the news of our latest partnership, one that brings even more value to people exploring the UK.

This collaboration puts even more value in the hands of Golden Tours customers. From iconic landmarks to unforgettable meals, sightseeing just got more rewarding.

Customers can now unlock exclusive tastecard savings at thousands of restaurants across London and the UK – turning a day out into something even more memorable. Whether it's 25% off including drinks or 2 for 1 meals, travellers can enjoy standout dining experiences without the premium price tag.

"Partnering with tastecard allows us to offer our customers fantastic savings on dining, making their adventures even more enjoyable," said Mikesh Palan, Managing Director at Golden Tours.

For Ello Group, this partnership is another strong example of how we help leading

brands boost loyalty, enhance experience, and stay front-of-mind – in a market where added value is everything.

"This collaboration ensures that travellers and tourists can enjoy great meals at discounted prices while experiencing everything London has to offer," said Matt Turner, Founder & Group CEO at Ello Group. **"It's exactly the kind of partnership that shows the power of customer rewards done right."**

The offer is already live – giving Golden Tours customers immediate access to savings and setting a strong precedent for tourism and leisure brands who want to deliver more.

Want to explore how rewards can work harder for your brand? Let's talk about how Ello Group can help you drive stronger engagement and deeper loyalty.

[Contact us](#)



Big-name brands, big new launches!

It's been a huge month for our network of dining partners – here's what's new:

PizzaExpress is now live on Meerkat Meals.

Another household favourite joins the Meerkat Meals platform – adding even more choice for members looking for great value dining out.



Burger King has officially launched on Meerkat Meals.

One of the UK's most iconic fast-food brands is now live on Meerkat Meals, giving millions of members access to tasty savings nationwide.

140 new Burger King locations added to tastecard, Gourmet Society and Meerkat Meals.

That's on top of the existing 267 – with even more convenient sites at train stations and service stations across the UK.



With household names joining and coverage expanding, we're setting the pace for dining rewards – **and there's plenty more to come.**

What's new this month?

Auntie Anne's Biscoff® Nuggets have landed.

Auntie Anne's latest limited-edition launch is the ultimate sweet-and-salty treat. Their Biscoff® Nuggets are golden pretzel bites smothered in rich Biscoff® sauce and topped with signature crumb – available for a limited time only.

Even better, **tastecard, Gourmet Society and Meerkat Meals customers can enjoy 25% off the total bill (including drinks), Monday to Friday** – a perfect excuse for a midweek treat.



Available at 40+ locations

Available at 90+ locations



Brewers Fayre Summer Menu.

Brewers Fayre's new spring menu is inspired by bold global flavours – from spicy Korean chicken burgers and Bombay veggie bites to lamb koftas and smoky burrito bowls. There's even a dessert line-up worth staying for, with fruity sundaes and mini doughnuts made for dipping.

tastecard and Meerkat Meals customers can enjoy 25% off the total bill (including drinks), Sunday to Friday – ideal for spring dining outdoors!

Available
at 600+
locations

CAFFÈ
NERO



Caffè Nero's Iced Drinks Are Back – and Bolder Than Ever.

From indulgent frappes to zesty spritzes, Caffè Nero's latest iced drinks collection launches 17th April – perfect for customers looking to cool down in style.

tastecard, Gourmet Society, Coffee Club and Meerkat Meals customers get 25% off all barista-made drinks, 7 days a week – just in time for iced coffee season.

This season's line-up includes **bold new flavours** like the Strawberry & White Chocolate Luxury Frappe, the Millionaire's Luxury Frappe and the Iced Strawberry Vanilla Matcha Latte – plus refreshing summer staples like Sicilian Lemon Spritz and Mango & Passion Fruit, Fruit Booster.



Luxury Frappe's



Iced Strawberry Vanilla
Matcha Latte



Mango & Passion Fruit,
Fruit Booster



Big screen moments your customers will love – Only at Vue

With premium recliners, epic visuals and surround sound that pulls you into the action, Vue continues to deliver the kind of experience that keeps customers coming back. Some of the UK's most recognisable brands – already use Vue rewards to connect with their audiences in a meaningful way.

On the big screen this April:



Why brands choose Vue:

- 🎁 Mass appeal – cinema captivates all ages and interests.
- 🎟️ Flexible formats – from giveaways to loyalty rewards
- 🛋️ Unmatched comfort – 40% of sites now with full recliners

Want to reward your audience with blockbuster moments?

Explore Vue Rewards Today.

vuepass.com