

# Monthly **10** Newsletter

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GROUP

September 2025

Welcome to the September 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**

tastecard

PRIORITY  
from O<sub>2</sub>

## tastecard & O2 Priority makes Mondays brighter with free tastecard memberships

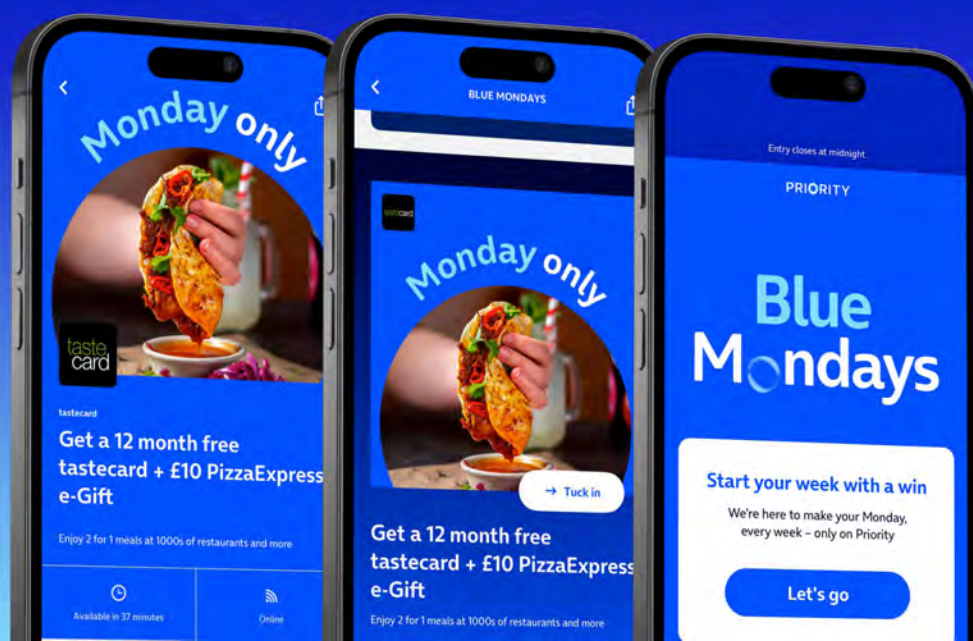
Mondays have a reputation for being tough – but O2 Priority is giving customers something to look forward to. Through its **Blue Monday's initiative**, O2 and Virgin Media broadband customers can now unlock a **free 12-month tastecard membership (worth £79.99)**, helping them save on dining, coffee, cinema, pizza delivery and more.

O2's recent research into the nation's dining habits revealed nearly half of Gen Z (48%) consider themselves "picky eaters", with British food coming out on top as the nation's favourite cuisine, followed closely by Chinese and Italian. For many, choosing where to eat can feel like a chore – but tastecard offers a simple solution.

With thousands of restaurants nationwide across the UK – including big names like PizzaExpress, Beefeater, TGI Friday's and Krispy Kreme – members can enjoy **2-for-1 meals, 25% off total bills and 50% off pizza delivery**, saving an average of £23 each time they dine.

Alongside tastecard, Blue Mondays brings customers a selection of weekly perks – from free magazine subscriptions to treats from Greggs – all designed to make the start of the week feel a little lighter.

At Ello, we believe loyalty is built in the everyday moments. This partnership highlights how relevant, everyday rewards can make a real difference – offering genuine value, while creating positive connections between brands and their customers.



PRIORITY

# What's new this month?

## Burger King 's Wagyu burger has landed

Burger King's new Wagyu burger has arrived – and they're serving it with a bold campaign that playfully roasts Gordon Ramsay. But make no mistake, this is their most premium burger yet.

Made with deliciously seasoned 100% British flame-grilled Wagyu beef, it's topped with sweet caramelised onions, pink pickled onions, crispy onions, peppery rocket and a creamy caramelised onion mayo – all served in a soft, seeded brioche bun.

**Big taste. Big drama. Big savings – with 25% off the total bill, Sunday–Thursday for tastecard members.**



Available  
at 400+  
locations



PIZZA  
EXPRESS

## PizzaExpress launches Pizzanise®

Creamy. Herby. Tangy. Iconic. Meet **Pizzanise®**, PizzaExpress's brand-new dip that's already earned cult status.

Whether you're into strategic dipping or full-pour dunking, this all-rounder pairs perfectly with everything on the menu – especially dough balls (obviously).

**tastecard members get 25% off the total bill Sunday – Friday at 300+ locations nationwide.**

Available  
at 300+  
locations



## Black Sheep Coffee's Autumn Menu

Pumpkin Spice is back – and it's not alone. This season, Black Sheep Coffee is delivering serious autumn energy with a bold new menu.

Warm, spiced, sweet and nutty – it's the ultimate line-up for cosy mornings, afternoon pick-me-ups and everything in between. tastecard and Coffee Club members get 25% off, 7 days a week.

Available  
at 100+  
locations

### Meet the line-up:



Pumpkin Spice Latte



Pumpkin Spice Matcha



Apple Crumble Matcha



Maple & Pecan Açaí Bowl



## This Month's Must-See Films at Vue

In a world of endless scrolling, cinema is one of the few experiences that still captures undivided attention. It's immersive, emotional, and – when used right – a powerful tool for loyalty and engagement.

That's why rewards like Vue Pass continue to perform. With national reach, local relevance and savings of up to **30%** off box office pricing, it's a benefit that feels like a real treat. And it's one that audiences of all ages love to use. Because great storytelling creates lasting connections – and that's what loyalty is all about.

### Why Vue?

Vue isn't just a cinema – it's a premium experience. State-of-the-art screens, world-class sound, and blockbuster titles that bring audiences back again and again. With a national footprint and mass appeal, Vue is one of the most compelling customer rewards in the UK market.

### Now Showing in September

From heart-stopping horror to historical drama and big-screen battles, this month's releases are ready to pull in the crowd:



 **The Conjuring: Last Rites** – spine-tingling, scream-worthy, and perfect for autumn chills



 **Downton Abbey:** The Grande Finale – the final chapter of a much-loved legacy



 **One Battle After Another** – epic scale, high drama, and cinematic storytelling at its finest

**Whether it's for everyday escapism or a premium night out, cinema continues to deliver big impact – and even bigger loyalty moments.**

**Explore Vue Rewards today [vuepass.com](https://vuepass.com)**