

Monthly 02 Newsletter

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GROUP

December 2024

Welcome to the 2nd 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



PIZZAEXPRESS. IS. BACK.

You asked, we delivered. PizzaExpress is back!

Home of the famous black-and-white striped chefs and marble tables, not to mention their delicious dough balls and incredible pizzas, PizzaExpress rejoins the tastecard and Gourmet Society propositions offering customers more pizza for less dough with 25% off the total bill Sunday to Friday.



Available
6 days a
week

300+
locations
nationwide

Saving
25% off the
total bill

What's new this month?

Festive menu launches!

Krispy Kreme – Grinch

Customers can now enjoy Krispy Kreme Grinch doughnuts as part of their tastecard, Gourmet Society, and Meerkat Meals discounts. Check out the festive flavourings they have on offer from the 28th of November – 29th of December.



Brewers Fayre – Festive Menu

Indulge in Brewers Fayre's new festive menu filled with warming comfort food. From rich, hearty family favourites to delicious festive mains and indulgent desserts, their dishes are crafted to bring warmth and cheer. With soft play areas and activities for the kids it's the perfect festive spot for the whole family.



Festive Stack Burger

Stacked with a 4oz* beef burger, turkey slice, pork sausage, streaky bacon, cranberry ketchup & mayonnaise. Served with skin-on chips & gravy.



Cranberry BBQ Smothered Chicken

Topped with bacon, cheese, & cranberry BBQ sauce. Served with skin-on chips, coleslaw, garlic bread & a salad garnish.



After Eight Ice Cream Sundae

Vanilla ice cream, After Eight® chocolate mints, chocolate sauce, mint flavoured sauce & a whip of cream.

Festive Pizza Delivery launches!

Pizza Hut Restaurants – Cheeseboard Pizza

Mozzarella, Goats Cheese,
Castello Blue, Monterey Jack
& Red Leicester.



Domino's – The Festive One

Hitting the Domino's menu for the fourth year running, which basically makes it a Christmas staple at this point.

Pulled sage & onion turkey, cumberland sausage, smoked bacon, red onion and mozzarella, topped with a cranberry drizzle.

Papa Johns – All the trimmings

Tuck into all the trimmings with a Papa Johns All The Trimmings – Pulled turkey, potato tots, sage onions and sprouts on a gravy base with a cranberry drizzle.



Partner spotlight: Morrisons



Morrisons who joined tastecard, Gourmet Society, Meerkat Meals in September were the first of their kind for tastecard. As Supermarket, high footfall casual dining spot for all meal times, breakfast, lunch and dinner or a quick bite post shop pit stop.

With over 400 locations joining the proposition we knew it would be a hit for our customers, and we were right! Since launching earlier this year, we have already saved customers a huge £35k!

Good news for our customers and even better for Morrisons, a whopping 43% of customers are new customers. With an 40% increase in basket spend. Win win.

What's better? Morrisons festive menu launches 9th December meaning tastecard, Gourmet Society, and Meerkat Meal customers to feast on festive classics including:



Prawn Cocktail

Served with a slice of brown bread and salad.

Christmas Turkey dinner

Served with roast potatoes, pigs in blankets, sage & onion stuffing, mash potatoes, cauliflower cheese, seasonal vegetables, sprouts, Yorkshire pudding, cranberry sauce and gravy.