

21 Monthly Newsletter

e.l.l.o
GROUP

August 2026

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

We help brands build meaningful connections by rewarding the everyday moments people already value – from meals out and coffee breaks to cinema trips. Through simple, human-led rewards, we drive genuine savings, stronger engagement and lasting loyalty.



Our products keep getting bigger and better...

We're the engine behind the UK's leading dining rewards — **tastecard**, **Gourmet Society** and **Coffee Club** — built on deep dining heritage and homegrown products that create lasting, money-saving connections.

tastecard

14%

GROWTH IN 2025

gourmet society.

12%

GROWTH IN 2025



coffee club

£113

AVERAGE YEARLY SAVING*
PER COFFEE CLUB MEMBER

*Based on 2 coffees per week across a year

We're excited to welcome Arnold Clark to Gourmet Society

Through the Arnold Clark Rewards app, eligible customers can now access a free Gourmet Society membership, unlocking 25% off the total bill or 2-for-1 meals at participating restaurants, alongside savings on cinema and theatre tickets, attractions and days out.

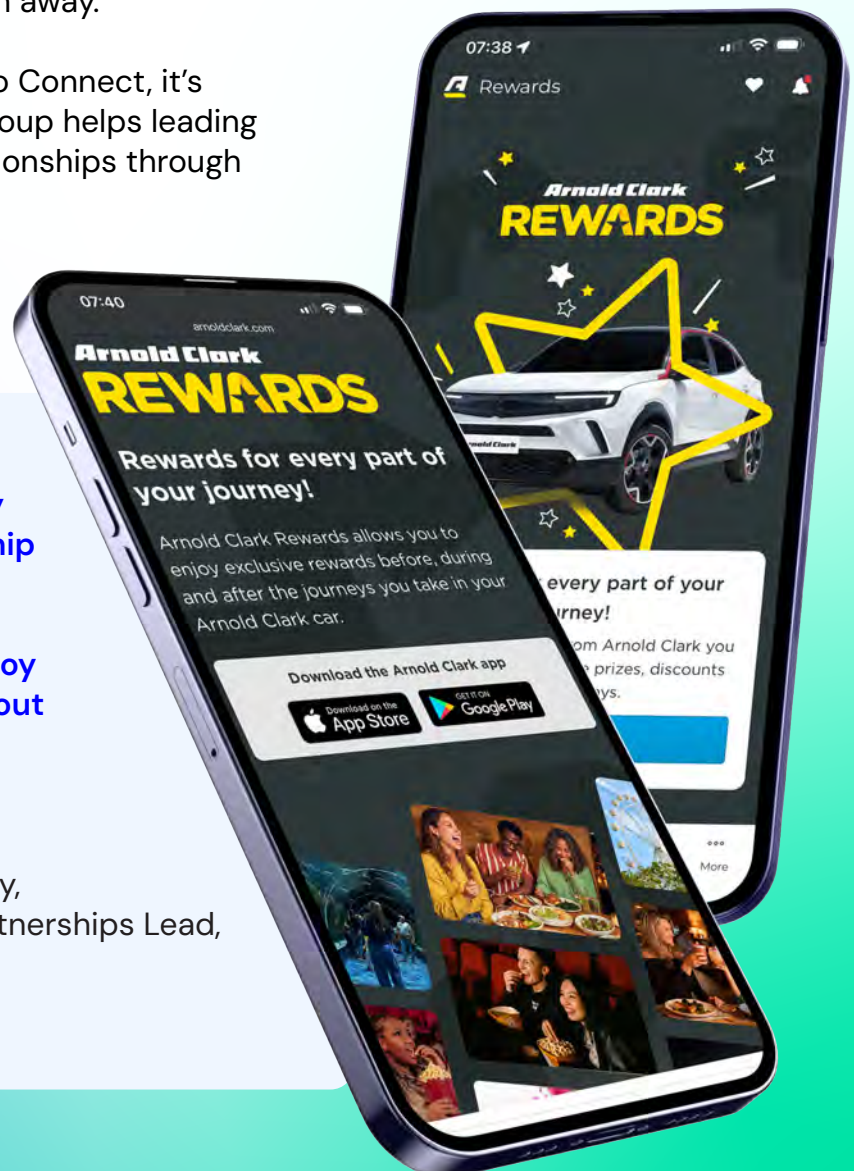
The partnership helps Arnold Clark extend the value of its customer experience beyond the car-buying journey, providing relevant rewards customers can enjoy throughout the year while keeping the brand front of mind long after they've driven away.

Delivered in collaboration with Mando Connect, it's another great example of how Ello Group helps leading brands build stronger customer relationships through meaningful, ongoing value.

"We're delighted to welcome Arnold Clark to Gourmet Society and excited to see the partnership come to life through the Arnold Clark Rewards app, giving customers benefits they can enjoy across dining, cinema and days out throughout the year."



Tony McAtamney,
Commercial Partnerships Lead,
Ello Group



What's new this month

A taste of Prezzo Italian

Try Prezzo Italian's Garlic & Parmesan Chicken Strips – crispy chicken tossed in garlic and parsley, finished with Parmesan and served with rocket salad and chilli jam.

Or discover the Tuscan Sausage & Pecorino Ravioli, with roast peppers and smoky chilli, and the Goat's Cheese Al Forno, baked with pomodoro, roasted peppers, spinach and mozzarella.

tastecard and Gourmet Society members can enjoy 2 for 1 on starters, mains and desserts, Monday – Sunday



Available
at 91
locations

Limited Edition Peach Lemonade Mixer and Strawberries & Peach Lemonade

Nothing's giving that 'not actually on holiday, but feelin' like we on holiday' vibes like Auntie Anne's Limited Edition Peach Lemonade Mixer and Strawberries & Peach Lemonade. Take your tastebuds on a little vaycay this summer with Auntie Anne's!

tastecard and Gourmet Society members can enjoy 25% off, Monday to Friday.



Available
at 50
locations

Morrisons Café is now available 7 days a week

tastecard and Gourmet society members can now enjoy 25% off the total bill at Morrisons Café 7 days a week for up to 8 diners.

Savings hack: tastecard and gourmet members can stack their discount on top of offers such as kids eat free. So double the savings!



Available
at 300+
locations



Marie reviews Spider-Man: Brand New Day

Our Head of Strategic Partnerships and lifelong Marvel fan, Marie Duelund, headed to the cinema to see whether Spider-Man: Brand New Day lived up to the hype.

Her spoiler-free verdict? Tom Holland is brilliant once again, while Jon Bernthal's arrival as The Punisher is another highlight. Packed with action, humour, impressive visual effects and plenty of heart, Marie says it delivers everything you'd want from a Marvel blockbuster.

Big releases like this show why Vue Pass makes such a valuable customer reward or employee benefit. **With access to 93+ Vue cinemas across the UK, savings of up to 30% against box-office prices and discounts on selected popcorn and drink combinations**, it makes trips to the cinema more affordable throughout the year.

Want to give your customers or employees more reasons to enjoy the big screen? Discover Vue Pass.

On the big screen this month:



Whether it's a family day out, escaping the heat this summer holidays or a spontaneous evening plan, blockbuster releases create natural engagement moments that brands can tap into through relevant, everyday rewards.

With **Vue Pass**, powered by Ello Group, brands can make the most of these seasonal moments by offering a reward customers genuinely want to use.

- ▶ Available across 90+ Vue locations nationwide
- 🍷 Up to 30% off cinema tickets
- 🍿 Savings on popcorn and drink combos

👉 Discover more at vuepass.com