

# 17 Monthly Newsletter

e.l.l.o  
GROUP

April 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

## Why Everyday Value Is Driving Loyalty Right Now

"We can't justify a £52 lunch."



It's a line that's becoming increasingly common – and one that reflects a wider shift in behaviour.

Recent coverage shows that middle-income households are **cutting back**, not just on big purchases, but on the **everyday moments that used to feel like small treats** – eating out, coffee stops, days out.

But from what we're seeing across both customers and employees, **those moments aren't disappearing. They're evolving.**

People still want to go out, socialise and enjoy these experiences but value, flexibility and relevance now play a much bigger role in the decision.

**For brands and employers, that shift matters.**

Loyalty and benefits strategies built around **everyday value** – dining, coffee, experiences – are becoming more important. Not as "nice to have" perks, but as practical ways to support people in real life.

**We see this first-hand at Ello.**

Whether it's saving around **£25 on a family meal** through tastecard, or making everyday experiences more accessible, these are the moments that drive consistent engagement.

Because in today's climate, the brands that win aren't just offering rewards.

They're helping people keep the moments that matter.

# What's new this month

## SOHO Coffee

Something new is brewing at SOHO Coffee. The Banana Bread Matcha blends comforting, familiar flavours with a fresh twist – combining the sweetness of banana bread with the smooth lift of matcha. It's a great example of how everyday coffee moments continue to evolve, giving customers more reasons to engage little and often.

**tastecard & Coffee Club members enjoy 25% off barista-made drinks, 7 days a week**



Available  
at 21  
locations



Available  
at 46  
locations

## Zizzi's New Season Menu

A fresh season of flavour has landed at Zizzi, with a menu designed to drive both variety and repeat visits. From **Hot Honey Glazed Duck to Chicken Milanese Fonduta and the Quattro Pomodoro Rustica**, it's all about bold flavours and standout ingredients.

Menu refreshes like this create natural moments for customers to re-engage – especially when paired with relevant, everyday rewards.

**tastecard & Gourmet Society members enjoy 2 for 1 or 25% off the total bill, Sunday–Thursday**

## Caffè Nero – Spring Single Origin

Caffè Nero marks the start of spring with the return of a seasonal standout – a **single-origin bean from Carmo de Paranaíba, Brazil**.

With smooth, balanced notes of hazelnut, caramel and chocolate, it's a simple upgrade to everyday coffee – and a reminder of how small moments can drive consistent engagement.

**tastecard, Gourmet Society & Compare the Market Rewards members enjoy 25% off barista-made drinks, 7 days a week**




Available  
at 650+  
locations




## This Month's Must-See Films

April's film slate brings something for everyone – feel-good escapes, iconic music moments and big-screen thrillers. The kind of mix that keeps cinema firmly on people's plans, whether it's a date night, family outing or a simple midweek switch-off.

 **You, Me & Tuscany:** A feel-good escape to the Italian countryside – perfect for audiences looking for something light, uplifting and easy to enjoy.

 **Michael:** A cinematic take on a global icon, bringing music, story and spectacle to the big screen.

 **Lee Cronin's The Mummy:** A darker, more intense return of a classic – delivering edge-of-your-seat moments made for cinema.



With Vue Pass, powered by Ello Group, brands can tap into these moments with a reward people genuinely want to use.

- ✔ Available across 90+ Vue locations nationwide
- ✔ Up to 30% off cinema tickets, plus savings on snacks and treats

Cinema remains one of the most accessible and engaging rewards – easy to use, easy to integrate, and built around what people already want to do.

 Discover more at [vuepass.com](https://vuepass.com)