

15 Monthly Newsletter

e.l.l.o
GROUP

February 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

Loyalty that wins hearts: why emotion matters

Loyalty doesn't win hearts by shouting the loudest. It wins by showing up – consistently, simply, and in ways that feel relevant to real life.

As we move into 2026, industry research is clear: loyalty strategies are shifting away from complex mechanics and towards emotion-led engagement. Customers – and employees – are responding better to rewards that feel familiar, easy to access and genuinely useful.

What the data is telling us:

Recent loyalty and engagement studies show a clear pattern:

- People are more likely to engage with rewards that fit naturally into everyday routines
- Flexible, choice-led rewards outperform rigid point-based schemes
- Frequent, low-friction value builds stronger long-term engagement than one-off incentives

In short, relevance and simplicity are becoming bigger drivers of loyalty than scale or novelty.



Emotional loyalty is built in everyday moments

The rewards that resonate most aren't extravagant. They're the coffee on the way to work, a midweek lunch, or a spontaneous night out.

We see this consistently across sectors. In financial services, for example, brands like Lloyds and NatWest have demonstrated how choice and everyday relevance help loyalty feel personal – allowing customers to use rewards in ways that suit their own lives.

When loyalty enhances what people are already doing, engagement becomes habitual rather than occasional.

Why complexity breaks connection

One of the biggest barriers to emotional loyalty is friction. Research shows that when customers or employees have to remember rules, wait for thresholds or navigate complicated journeys, engagement drops sharply. In contrast, loyalty experiences that are easy to access – often embedded directly into existing platforms – perform far better.

This is why brands across telecoms and comparison are simplifying delivery and focusing on frictionless access, making rewards feel like a benefit rather than a task.

For marketers, emotional loyalty isn't just a brand-building exercise – it's a commercial lever.

Industry insight shows that when loyalty is:

Easy to understand + Easy to use + Delivered consistently

It drives higher engagement, repeat usage and stronger brand preference over time.



What's new this month

Strawberry Gloss returns at Krispy Kreme

After months of fan demand, a cult favourite is back. **From 7th February**, Krispy Kreme's much-loved Strawberry Gloss returns and to celebrate, they've even launched a limited-edition Strawberry Gloss Lip Gloss. Sweet, nostalgic and perfect for Valentine's season, it's one fans won't want to miss.

Even better? tastecard members can enjoy 25% off the total bill, Sunday–Thursday – the perfect excuse to treat yourself (or someone else). Available for a limited time only – once it's gone, it's gone.



Available
at 131
locations



Morrisons



Morrisons Café Valentine's Pancake Stack

Love is stacking up at Morrisons Café this Valentine's Day. Their Valentine's Day Pancake Stack is the ultimate sweet treat fluffy pancakes piled high and perfect for sharing (or not).

Available 9th–15th February. tastecard & Gourmet Society members get 25% off the total bill, Sunday–Thursday.

Available
at 309
locations

PizzaExpress new menu

Fresh flavours have landed at PizzaExpress, with a new menu designed for sharing, lighter bites and big taste – perfect for midweek meals or relaxed date nights.

Even better? tastecard and Gourmet Society members enjoy 25% off the total bill, Sunday–Friday – the perfect excuse to try something new (and save while you're at it).



Available
at 303
locations

What's new on the menu



Caprese Salad – Creamy mozzarella, baby plum tomatoes, basil, pine kernel pesto and fresh basil



Cajun Prawns – Baked in Cajun spiced garlic butter with roasted peppers, parsley and served with dough sticks



Giardiniera – A veggie favourite with artichokes, mushrooms, red onions, baby tomatoes and olives



Leggera Giardiniera – A lighter take with light mozzarella and fresh parsley



Warm Roasted Veg & Chicken Bowl – Honey & mustard roasted chicken with aubergines, peppers, leaves, light mozzarella and balsamic dressing



What's New at Vue Cinemas

February's big-screen lineup brings a mix of romance, drama and full-on thrills – perfect for Valentine's date nights, half-term plans or a midweek escape.

This month's must-see films:

Goat

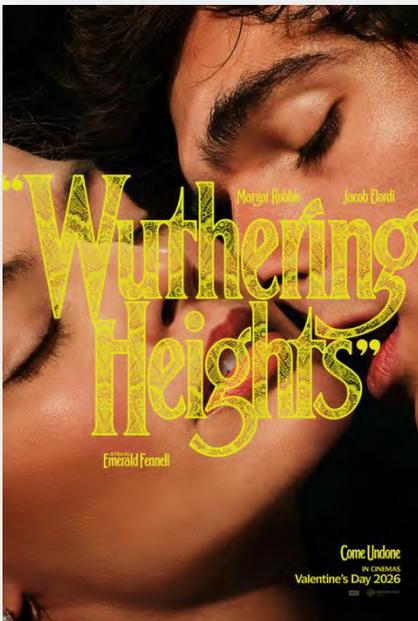
A powerful and emotional coming-of-age story that explores ambition, resilience and the pressure to succeed. Thought-provoking and heartfelt – ideal for those who love meaningful cinema with impact.

Wuthering Heights

A bold new take on the classic love story. Dark, dramatic and visually stunning, this adaptation brings passion, obsession and doomed romance to the big screen – a perfect Valentine's pick.

Scream 7

The iconic horror franchise returns with more twists; more tension and plenty of jump scares. Expect sharp humour, brutal suspense and a serious test of nerves – not for the faint-hearted.



What's better?

Vue Pass gives customers or employees up to 30% off cinema tickets, redeemable at 90+ Vue locations nationwide – making every cinema trip even more rewarding.

 Discover more at vuepass.com