

18 Monthly Newsletter

e.l.l.o
GROUP

May 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

The Brands Winning Summer Engagement

The Summer Engagement Opportunity Brands Shouldn't Miss

Summer changes behaviour. People go out more, socialise more, and spend more time together. Dining occasions increase, coffee trips become more frequent, and experiences move higher up the priority list. And with major moments like Father's Day, the Summer Holidays, the Commonwealth Games and the World Cup on the horizon, the next few months present a huge opportunity for brands to drive meaningful engagement.

Importantly, the appetite for these moments remains strong despite ongoing cost pressures. Barclays research found UK consumers expected to spend £178bn on experiences, events and holidays over summer, highlighting the continued prioritisation of shared experiences and leisure spending.

Barclays Summer Spending Research

The opportunity for brands isn't to create new behaviour – it's to align with the behaviour that's already happening.

That's where everyday rewards become powerful.

Whether it's discounted dining during the World Cup, pizza delivery while watching the football with friends, a family day out during the school holidays, or a coffee stop before a summer event, these are the moments people are already planning for. When rewards naturally fit into those occasions, they feel less like perks and more like practical value.

This shift is especially visible in hospitality. Lumina Intelligence reported that average spend per eating-out visit increased by 5.5% year-on-year in Q1 2026, showing consumers are becoming more selective about where they spend but still willing to prioritise quality and experiences when they do.

Lumina Intelligence Dining Trends



Seasonal moments naturally create spikes in behaviour, and the brands that see the strongest engagement are often the ones that plug into these moments with relevant, easy-to-use rewards.

Sporting events like the World Cup and Commonwealth Games are particularly powerful because they naturally bring people together. Research ahead of this summer's World Cup found that six in 10 UK shoppers plan to engage with the tournament, while 65% see it as a reason to socialise and get together.

World Cup Consumer Spending Insight

The brands that win this summer won't necessarily be the loudest. They'll be the ones that feel the most relevant to the moments people are already enjoying.

Because the best engagement strategies don't interrupt behaviour. They become part of it.

What's new this month

Morrisons New Menu

Morrisons Café has introduced a fresh line-up of new menu additions — perfect for breakfast, lunch and quick mid-week meals.

From the new Big Breakfast Veggie Wrap to crispy chicken bites, loaded wraps and flame-grilled chicken skewers served with rice or chips, the latest additions are all about hearty, convenient meals with plenty of choice.

Ideal for family shopping trips, lunch breaks and everyday dining moments.

Members can enjoy 25% off the total bill, 7 days a week at 309 Morrisons Café locations nationwide with tastecard & Gourmet Society.



Available
at 309
locations



Available
at 52
locations

ASK Italian – The Italian Way menu launch

ASK Italian launches its fresh new menu on 12th May – from hand-stretched Pizza A Mano to fresh pasta, sharable sides and seasonal spritzes.

Perfect timing for longer evenings, spring plans and dining out more.

Members can enjoy 25% off the total bill, Sunday – Thursday across 52 locations with tastecard & Gourmet Society.

Caffè Nero – Summer Drinks

Caffè Nero's summer menu is back with a mix of returning favourites and fresh seasonal drinks - including the new Iced Tropical Matcha Latte, Passionfruit Lemonade Spritz and indulgent Chocolate & Pistachio Luxury Frappe.

Perfect for warmer days, coffee catch-ups and summer routines.

Members can save 25% off barista-made drinks, 7 days a week at 661 Caffè Nero locations with tastecard, Coffee Club and Gourmet Society.

Available
at 661
locations



Iced Tropical Matcha Latte



Strawberry Frappe




Espresso Caramel Frappe





This Month's Must-See Films

May's film slate is packed with nostalgia, family favourites and blockbuster moments — the kind of releases that naturally bring people together.

This month's highlights include:

 **The Devil Wears Prada 2:** The return of one of fashion's most iconic stories blending nostalgia, humour and big-screen glamour for a new generation of audiences.

 **The Sheep Detectives:** A light-hearted family adventure packed with mystery, comedy and feel-good moments perfect for school holiday cinema trips.

 **Star Wars: The Mandalorian and Grogu:** One of the year's biggest cinematic releases, bringing the Star Wars universe back to the big screen with action, spectacle and huge fan anticipation.



Whether it's a family trip during half term, a date night, or a spontaneous midweek plan, cinema remains one of the most accessible and widely used rewards available.

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

 Discover more at vuepass.com