

Monthly 08 Newsletter

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GROUP

June 2025

Welcome to the June edition of the Ello Group newsletter, designed to share 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



coffee club

Two New Icons Join Our Dining Network

Known for bold flavours and good-time vibes, TGI Fridays brings Americana at its best – think stacked burgers, loaded fries, wings, ribs, and cocktail classics.

From after-work drinks to weekend indulgence, it's a place where the music's always up and the portions are generous.

Members can enjoy: 25% off the total bill | 6 days a week | tastecard, Gourmet Society and Compare the Market.

This is casual dining that doesn't hold back — and now, neither do the savings.



Available
at 43
locations

Available
at 48
locations



From Brazilian beach vibes to the buzz of a Mexican street fiesta, Las Iguanas delivers flavour with flair. The menu spans bold, spicy, and vibrant — fajitas, burritos, enchiladas, empanadas and plenty of vegan-friendly options too.

It's the go-to for delicious mains, sharing plates and cocktails that keep the party going.

Members can enjoy: 25% off the total bill | Sunday to Thursday | tastecard & Gourmet Society.

Where every meal feels like a mini escape — and the savings are just as exciting.

What's new this month?

Available
at 137
locations



Krispy Kreme x Minions

Say 'bello' to a bite-sized dose of joy. Krispy Kreme's newest Minions range has landed — and it's packed with playful treats guaranteed to bring big smiles.

Meet the line-up:

- **Minion Bob** – Chocolate Kreme™ filled, yellow and dark chocolate icing, finished with signature eye plaques.
- **Minion Stuart** – A banoffee-flavoured dream with chocolate detailing and iconic Minion charm.
- **Despicable Sweet Sprinkles** – Classic Original Glazed, dipped in chocolate icing and topped with Minion sprinkles.
- **Banana Shake** – Banana-flavoured milkshake with whipped cream, chocolate sauce, and sprinkles. Bello indeed.

tastecard members save 25% off the total bill, Sunday to Thursday.



Available
at 67
locations



Bella Italia – Summer Spritz

Spritz season is officially here — and Bella Italia's serving up sunshine in a glass with three irresistible Italian cocktails that bring la dolce vita to every table.

On the summer spritz menu:

- **Aperol Spritz** – The iconic Italian classic with Aperol, Prosecco and soda.
- **Hugo Spritz** – Light, floral and refreshing with elderflower liqueur, Prosecco and soda.
- **Sarti Spritz** – The vibrant newcomer with Sarti Rosa, Prosecco, and a zesty hit of passion fruit, mango and blood orange.

These limited-edition spritz serves are available at 67 Bella Italia restaurants nationwide.

tastecard members can enjoy 2 for 1 on all courses, while Gourmet Society members can get 25% off the total bill.

BELLA
ITALIA



PIZZA
EXPRESS

PizzaExpress New Menu

This summer, PizzaExpress is turning up the heat and the flavour with their new summer menu — a vibrant celebration of bold tastes and iconic dishes, reimagined.

Members of tastecard, Gourmet Society, and Compare the Market Rewards can enjoy 25% off the total bill, Sunday to Friday.

Available
at 300+
locations



Hawaiian Hot Dough Balls – Aloha with a kick. Garlic butter-tossed Dough Balls topped with pancetta, pineapple, parsley, and a fiery pineapple & habanero drizzle.



Four Seasons Speciale – A PizzaExpress icon from 1965, reimagined with four premium quarters. From pepperoni to truffle to anchovy (or artichoke – your choice).



Buffalo Chicken Wings (GF) – Spicy, saucy, and served with blue cheese dip. A messy must.



Birthday Cake Sundae – Raspberry, vanilla gelato, whipped cream, sponge cake, and popcorn sprinkles. It's a party in a glass.



This Month's Must-See Films at Vue

Already trusted by some of the UK's most recognisable brands, cinema rewards continue to drive loyalty at scale. With admissions on the rise and over 95% of moviegoers still preferring the big screen over streaming*, Vue remains the go-to destination for rewards that feel like a treat.

What's Showing This Month?



A Global Cinema Federation survey revealed that an impressive **95% of moviegoers prefer watching new releases in the cinema over streaming** – proving that the big screen still holds unbeatable appeal. For brands, it's not just a place to capture attention, it's the perfect setting to offer a reward that truly feels like a treat.

Why Vue Is the Ultimate Reward:

- **Big Experience, Big Impact** – Premium seating, Dolby Atmos sound, and giant screens deliver unbeatable value.
- **Flexible Reward Mechanics** – Whether it's free tickets or exclusive discounts, cinema rewards fit any customer strategy.
- **Emotion-Led Loyalty** – Create meaningful connections through shared moments and memorable experiences.

Ready to turn film fans into loyal customers? Explore Vue Rewards Today.

vuepass.com