

22 Monthly Newsletter

e.l.l.o
GROUP

September 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

Planning rewards for the golden quarter

As the final quarter approaches, customer acquisition, CRM and loyalty teams are turning their attention to one of the busiest and most competitive periods of the year.

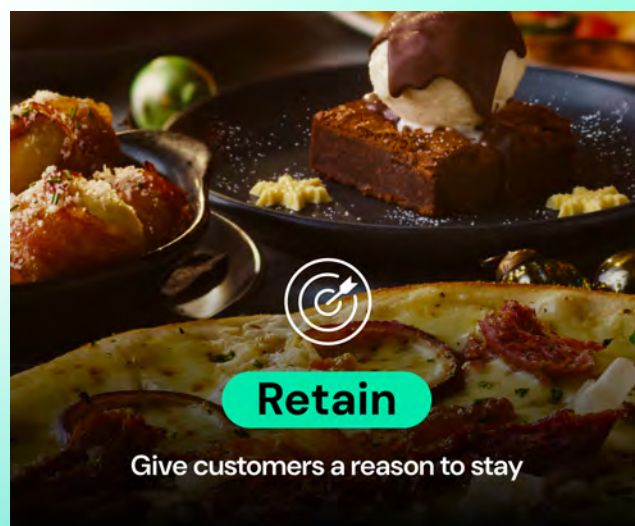
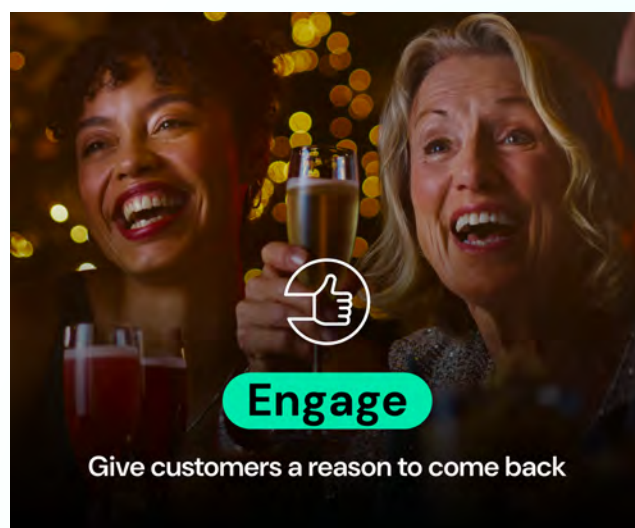
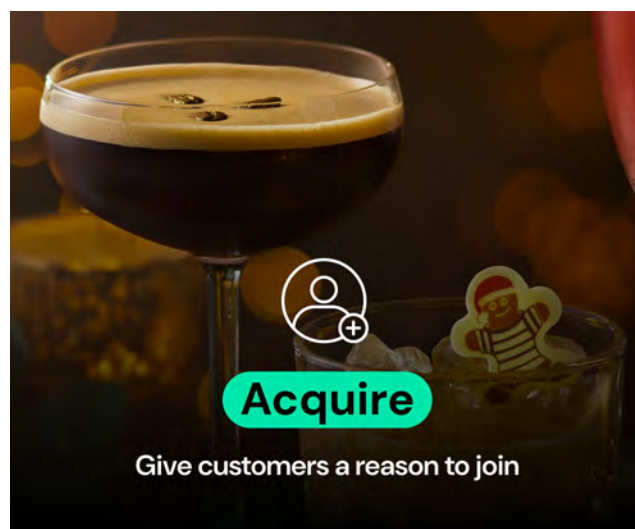
Christmas creates a valuable opportunity to reach new customers, re-engage existing audiences and strengthen loyalty. But while each team may be planning for the same season, the reward they choose may need to do a very different job.

One Christmas campaign Three different jobs

For an Acquisition Manager, a reward might need to provide a compelling reason to join. For CRM teams, it could help re-engage customers who haven't interacted for a while. For Loyalty teams, the focus may be keeping existing customers engaged throughout the festive period and beyond.

That's why the reward shouldn't be the starting point. Start with the objective, then build the reward around what the business needs to achieve.

With relevant savings across dining, coffee, cinema, pizza delivery and days out, Ello Group helps brands create rewards that support different stages of the customer relationship.

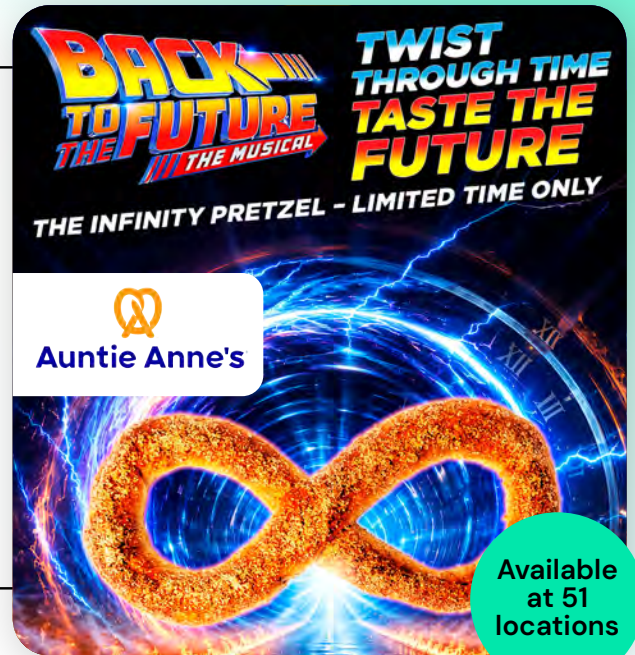


What's new this month

Twist through time with Auntie Anne's

Auntie Anne's has teamed up with *Back to the Future: The Musical* to launch the limited-edition Infinity Pretzel – an iconic twist inspired by the hit stage show.

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



Turn up the heat at Popeyes

Popeyes is bringing serious spice with its Ghost Pepper menu, adding a fiery, smoky kick to its signature Louisiana-style chicken. One for members who like their chicken with a little extra heat.

tastecard and Gourmet Society members can enjoy 25% off the total bill, seven days a week.

New-season flavours at PizzaExpress

PizzaExpress' new autumn menu has arrived, bringing plenty of bold new flavours to the table. Discover Dynamite Dough Balls, Firecracker Chicken Wings and Meatballs Al Forno, followed by the award-winning Romana Moroccan Chicken or new Meatball Italiano pizza. **Available now until 3 November.**

tastecard and Gourmet Society members can enjoy 25% off the total bill, Sunday to Friday.





Cinema Spotlight

Coming soon to Vue this Autumn

As the evenings draw in, a trip to the cinema becomes an even more appealing way to spend time with family and friends. With Digger, Verity, Street Fighter and Tad and the Magic Lamp all coming soon, there are plenty of big-screen moments to look forward to.

For brands planning their autumn and Christmas campaigns, these releases create timely opportunities to engage customers and employees with a reward that is easy to understand, widely appealing and relevant throughout the season.

On the big screen soon:



Whether it's a family trip during half-term, a cosy autumn evening or a festive get-together, upcoming cinema releases create natural engagement moments that brands can build into their seasonal campaigns.

With Vue Pass, powered by Ello Group, brands can offer customers and employees a simple, flexible reward they'll understand, value and want to use throughout autumn and the festive season.

- ▶ Available across 93+ Vue locations nationwide
- 🎟 Up to 30% off cinema tickets
- 🍿 Savings on selected popcorn and drink combos

👉 Discover more at vuepass.com