

16 Monthly Newsletter

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GROUP

March 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

PRIORITY

tastecard launches on O2 Priority's Blue Monday

We're pleased to be partnering with **Virgin Media O2** as part of **O2 Priority's Blue Monday** activity, bringing tastecard to millions of Priority customers with meaningful everyday savings.

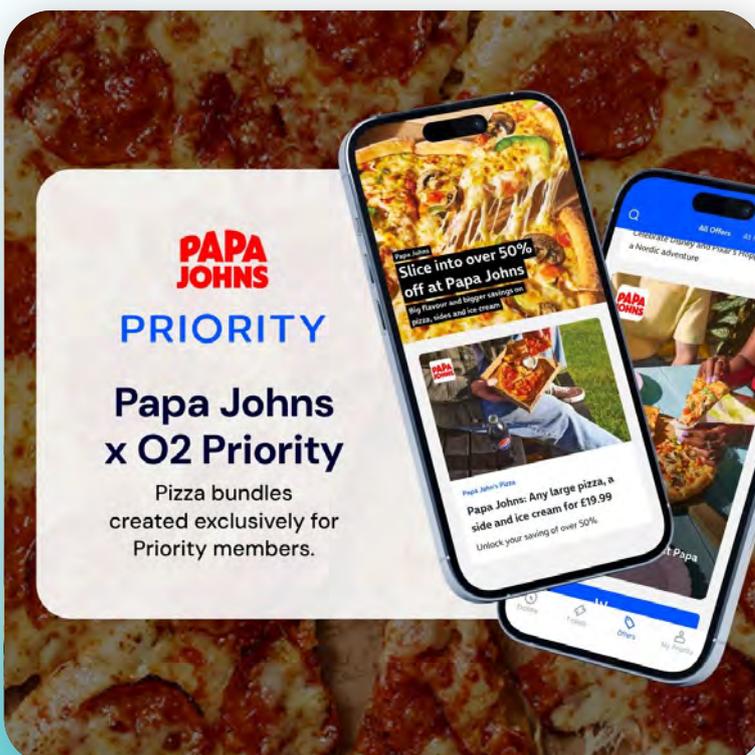
As part of the offer, Priority members can claim a **free annual tastecard membership (RRP £79.99)** alongside a **£10 restaurant eGift**, redeemable at popular restaurant brands including Prezzo, ASK Italian, Frankie & Benny's and Zizzi.

Once activated, customers unlock dining, takeaway and leisure savings through the tastecard app – including **2-for-1 meals or 25% off the total bill, 50% off pizza delivery and savings on cinema and days out**, available across **10,000+ locations nationwide**.



At a time when customers are more value-conscious than ever, embedding relevant lifestyle rewards into established ecosystems like Priority helps drive engagement while delivering real value to consumers and hospitality partners alike.

🍕 Exclusive Papa Johns bundles now live in Priority



We're also proud to support the launch of an exclusive Papa Johns bundle offer now live inside the Priority app.

The new bundles give Priority members access to great value pizza night offers, creating the kind of everyday moments that make loyalty rewards genuinely worthwhile.

The collaboration between Virgin Media O2 Priority, Papa Johns and Ello Group highlights how simple, lifestyle-led rewards – from dining and pizza delivery to cinema and coffee – help brands deliver experiences customers actually use.

Because the best loyalty rewards aren't complicated – they're the ones people genuinely want.

What's new this month

Morrisons 7 days a week

Great news for tastecard and Gourmet Society members – Morrisons Café is now available 7 days a week, making it even easier to enjoy every day dining savings. From breakfasts and coffee stops to relaxed family meals, Morrisons Café continues to be a go-to for convenient, great-value dining across the UK.

tastecard and Gourmet Society members get 25% off the total bill, 7 days a week



Available at 309 locations



Available at 46 locations

Free Churro's at Las Iguana's for tastecard members

A little something sweet has landed for tastecard members. For a limited time, diners can enjoy a complimentary portion of churros – the perfect way to finish your meal.

Whether you're planning a relaxed catch-up with friends or a midweek dinner, this limited-time treat adds an extra reason to visit Las Iguanas.

Free portion of churros available 9th March – 2nd April. tastecard members enjoy 25% off the total bill Sunday–Thursday.

Krispy Kreme – KitKat Cookie dough

Krispy Kreme has teamed up with KitKat to create a brand-new doughnut that brings together crunch and Kreme™ in one indulgent bite.

The KitKat® Cookie Dough-nut features Krispy Kreme's signature melt-in-your-mouth dough, filled with creamy KitKat chocolate cookie dough flavour Kreme and finished with a striking marbled icing and crunchy KitKat crumb.

Perfect for sharing (or keeping all to yourself), it's a dough-licious way to take a break this season.

tastecard members enjoy 25% off the total bill Sunday–Thursday



Available at 131 locations

Expanding our cinema network: CinemaxX Launch in Germany

We're excited to share that CinemaxX has officially launched in Germany with CinemaxX Entertainment GmbH & Co. KG. 🇩🇪 🍿

Building on our long-standing partnership with Vue across the UK and Ireland, this marks an important step in expanding Ello's loyalty and reward capabilities internationally.

For businesses in Germany, this opens up the ability to purchase and distribute cinema tickets in bulk – whether as a customer acquisition incentive, loyalty reward or employee benefit. The result? Scalable, seamless cinema rewards delivered locally.



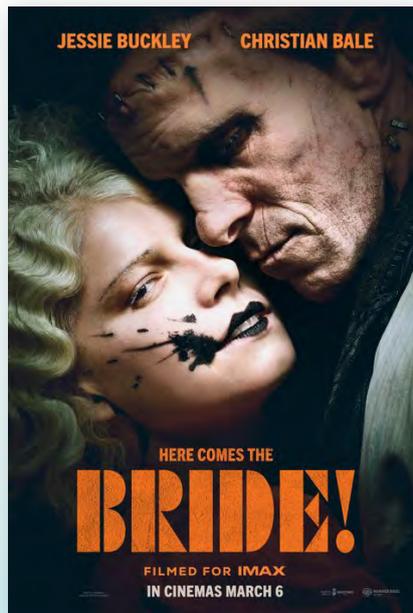
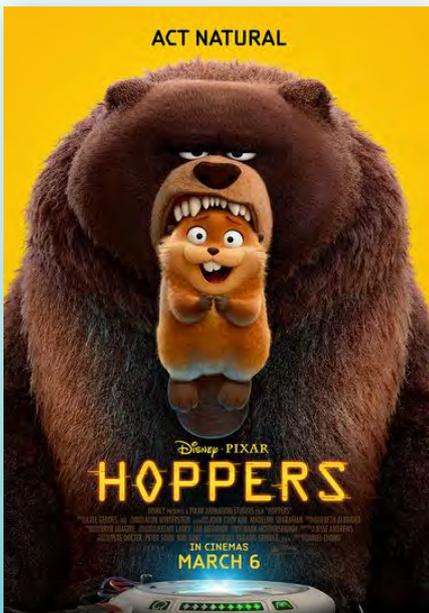
This Month's Must-See Films

March brings a strong mix of blockbuster spectacle, adventure and big-screen storytelling.

🐇 **Hoppers:** A heartwarming animated adventure packed with humour, energy and characters the whole family will love.

👰 **Bride:** A bold reimagining of the classic Frankenstein story, bringing drama, suspense and a fresh modern twist to the iconic tale.

🚀 **Project Hail Mary:** Based on the bestselling novel, this epic sci-fi adventure follows a lone astronaut on a mission to save humanity – a cinematic journey made for the big screen.



With Vue Pass, customers and employees can **enjoy up to 30% off cinema tickets at 90+ Vue locations nationwide**, making every cinema trip even more rewarding.

👉 Discover more at vuepass.com