

# Monthly **05** Newsletter

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GROUP

March 2025

Welcome to the March 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

# How Dining Rewards Drive Loyalty & Engagement

Last week, we hosted Say Ello: Building Loyalty and Engagement Through Dining Rewards, bringing together some of the best minds in customer loyalty. A huge thank you to **Neil Miller** (itsu), **Jo Ashdown** (Mando Connect), **Izzy Finlayson** (Vodafone), and **Helen Packer** (Vitality) for sharing their expertise!

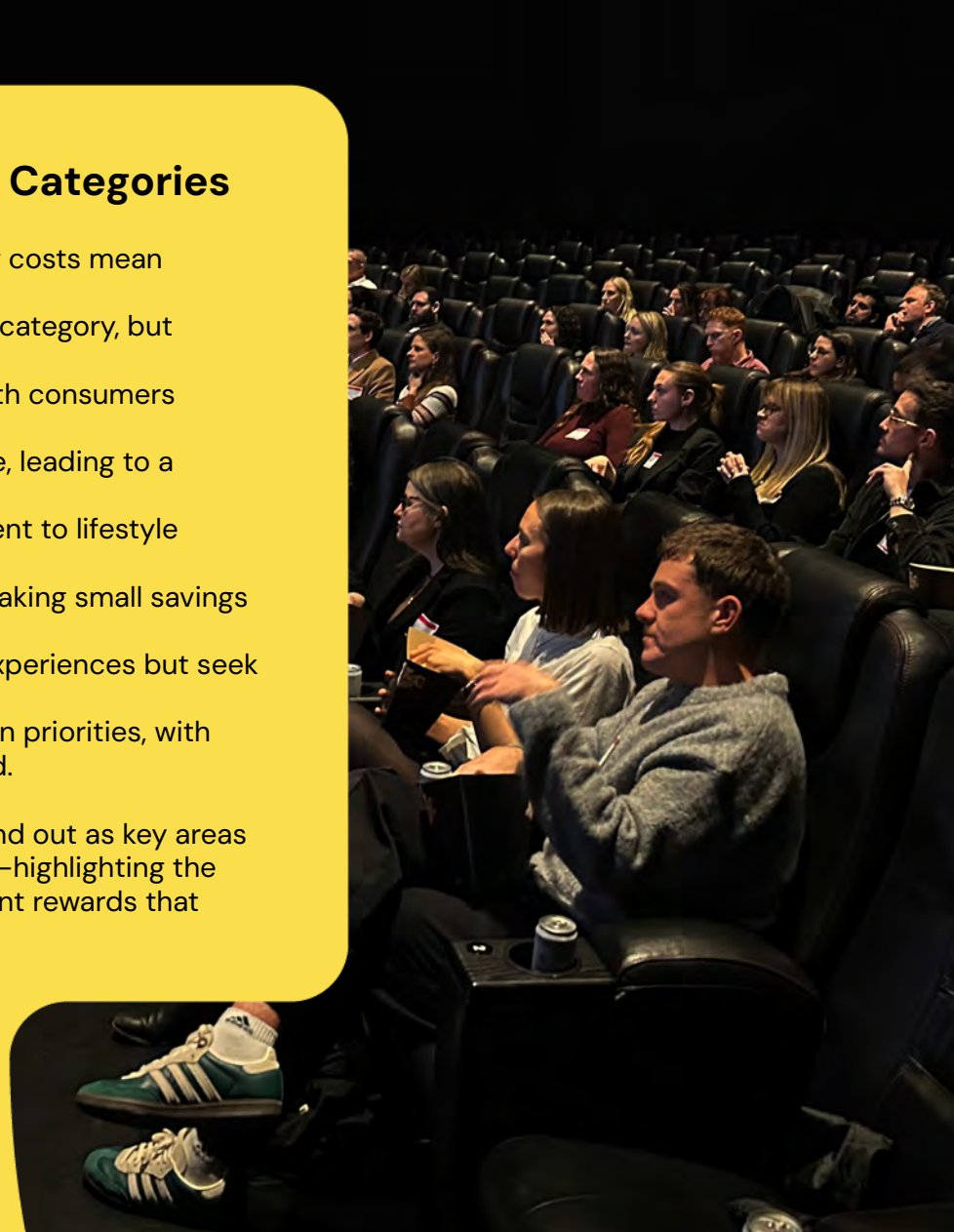
## Consumer Spending Insights: Where Are Customers Spending?

Open banking insights reveal the top spending categories for consumers, highlighting both essential and discretionary spending. Interestingly, our products align with three of the top eight spending categories, reinforcing the demand for savings in these areas.

### Top Consumer Spending Categories

- 1 **Groceries** – A necessity, but rising costs mean consumers are seeking savings.
- 2 **Eating Out** – Dining remains a key category, but value-driven offers are crucial.
- 3 **Mobile** – An essential category, with consumers looking for competitive deals.
- 4 **Petrol** – A continued cost pressure, leading to a demand for savings.
- 5 **Subscriptions** – From entertainment to lifestyle services, spending remains steady.
- 6 **Coffee** – A frequent indulgence, making small savings highly appealing.
- 7 **Holidays** – Consumers still want experiences but seek cost-effective options.
- 8 **Gyms** – Health and wellness remain priorities, with value-driven memberships in demand.

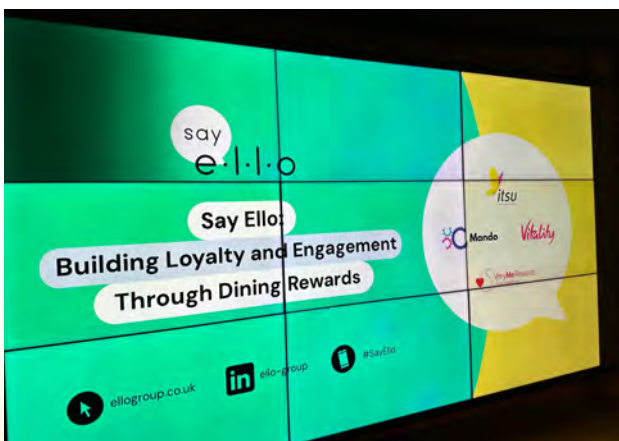
Dining, coffee, and entertainment stand out as key areas where discretionary spending is high—highlighting the opportunity for brands to offer relevant rewards that provide real value.



## Key Takeaways from the Panel

If you missed the event, here are some of the top insights:

- ✔ **Rewards drive behaviour** – Consumers actively seek out savings, and dining, entertainment, and experiences are top engagement drivers.
- ✔ **Dining rewards have mass appeal** – A simple, valuable offer (with no fuss) resonates best.
- ✔ **Personalisation is key** – Aligning rewards with audience preferences (e.g., Itsu for professionals, Pizza Hut for families) boosts engagement.
- ✔ **Value is king** – With rising costs, helping customers save on everyday treats (like meals and coffee) keeps them engaged.
- ✔ **Local & national partnerships matter** – A mix of big brands and independents ensures broad appeal.
- ✔ **Gamification is growing** – Making rewards fun and interactive increases loyalty and repeat engagement.
- ✔ **Avoid breakage-based partnerships!** – Overly complex redemption processes frustrate customers. A smooth, simple journey builds trust and drives real engagement.



## What's Next?

With 4 million tastecard members and 10,000+ partner brands, we're seeing firsthand how the right rewards influence consumer behaviour and drive long-term loyalty.

Stay tuned for more events, insights, and opportunities to connect as we continue shaping the future of loyalty and rewards!

💡 **Want to learn more about how rewards can boost engagement for your brand? Get in touch—we'd love to chat.**

## What's new this month?

### Krispy Kreme new Munchies range

Meet the new Munchies® doughnut, where gorgeously gooey caramel meets Krispy Kreme's famously fluffy, made-fresh recipe. Bursting with creamy caramel kreme™, drizzled with caramel and topped with a much-loved Munchies® sweet, the scrumptiously squared superstar is double the fun and double the flavour. **tastecard, Gourmet Society and Meerkat Meals members can bag the delicious addition until 8th April, 2025, saving 25% off the total bill Sunday – Thursday.**



Available at 140+ locations

Available at 300+ locations



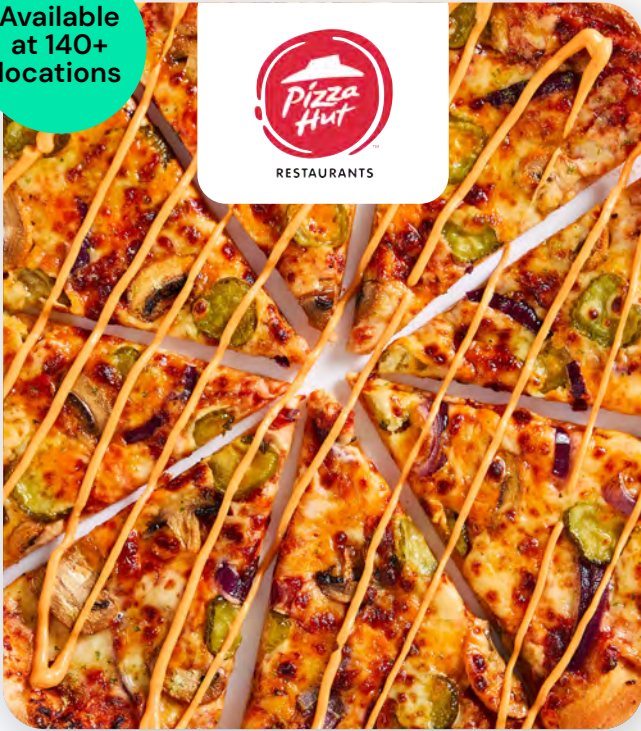
## 60 YEARS

**PizzaExpress is turning 60 – and there's plenty to celebrate!**

To mark the occasion, PizzaExpress has unveiled a limited-edition menu featuring exciting new dishes like Golden Caramel Chocolate Dough Balls, Blazing Hot Dough Balls, the Romana Lombardy Speciale, and the refreshing Soho Spritz.

**The perfect treat for you, your customers and employees, tastecard, and Gourmet Society members can enjoy 25% off the total bill, Sunday to Friday.**

Available  
at 140+  
locations




## Pizza Hut Restaurants Burger Range


Fancy a burger or pizza tonight? Well you don't need to choose with Pizza Huts brand new items from burger-inspired pizzas to indulgent sides and desserts, here's whats new.

**tastecard and Meerkat Meals members get 2 for 1 on meals Sunday to Thursday.**



 **Beef Burger** – Tomato sauce, mozzarella, beef, red onions, gherkins, and triple cheese, finished with a burger sauce drizzle



 **Breaded Chicken Burger** – Topped with chicken tenders, red onions, gherkins, triple cheese, and burger sauce drizzle



 **Loaded Smashburger Cheesy Bite Bites**



 **Mini Donuts**



 **S'mores Cookie Dough**



## March Must-See Films at Vue

Already providing some of the UK's most recognisable brands with big screen rewards. With cinema remaining the UK's favourite entertainment activity, Vue offers an experience that keeps audiences coming back. Premium recliner seating, cutting-edge visuals, and immersive sound make every visit feel special.

### What's Showing This March?



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

Mass Appeal – Cinema speaks to every audience, making it a versatile and engaging reward.

Tailored for your strategy – Offer free or discounted tickets to suit any reward strategy.

The Ultimate Experience – With 40% of venues featuring fully reclinable seating, Vue takes comfort to the next level.

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

[vuepass.com](https://vuepass.com)