

20 Monthly Newsletter

e.l.l.o
GROUP

July 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

O2 Priority Serves Up Exclusive Burger King Savings

O2 Priority has expanded its everyday rewards with the launch of an exclusive 30% off Burger King offer for Virgin Media and O2 customers, brokered by Ello Group.

Available across Burger King restaurants nationwide, the partnership gives Priority members another valuable reason to engage with the app, transforming an everyday dining occasion into a compelling loyalty benefit.

The latest launch demonstrates how recognisable, high-frequency brands can be used to create meaningful customer engagement. Rather than relying on one-off promotions, partnerships like Burger King provide ongoing value that keeps reward programmes fresh and relevant.

As the team behind the partnership, Ello Group continues to help brands connect customers with the experiences they use every day, from dining and coffee to cinema, pizza delivery and days out.



It's another example of how the right partner network can deliver rewards that customers genuinely value – **helping brands drive engagement, loyalty and repeat interaction through simple, everyday experiences.**



What's new this month

Popeyes turns up the heat with its new Cajun Crunch range

Popeyes has launched its bold new Cajun Crunch menu, bringing New Orleans-inspired flavours to the UK. The limited-edition range includes the Cajun Crunch Sandwich, Superstack, Wrap and Box Meal, all packed with crispy chicken, Cajun spice and smoky, punchy flavours.

tastecard and Gourmet Society members can enjoy 25% off their total bill, 7 days a week.



Available at 100+ locations



Zizzi unveils its new Summer Specials

Zizzi has introduced a **fresh Summer Specials menu**, featuring a crispy squid starter with hot honey, crispy chilli oil and Calabrese dip, alongside a warm salted caramel brownie with a gooey centre, vanilla gelato and salted caramel drizzle.

tastecard members can enjoy 2 for 1 meals Sunday to Thursday at 129 Zizzi restaurants nationwide – the perfect excuse to try the latest seasonal dishes this summer.

Available at 129 locations

Fireaway Pizza serves up three new American-inspired pizzas

Fireaway Pizza is celebrating the FIFA World Cup with the launch of three limited-edition American Specials. The new range includes a Cheeseburger Pizza, a spicy American Hot Pizza with hot honey, and a indulgent S'mores Pizza topped with Nutella, toasted marshmallows and digestive biscuit pieces.

tastecard and Gourmet Society members can enjoy 25% off their total bill at 150+ Fireaway Pizza locations nationwide – the perfect excuse to try the new line-up while it's available.



Available at 150+ locations

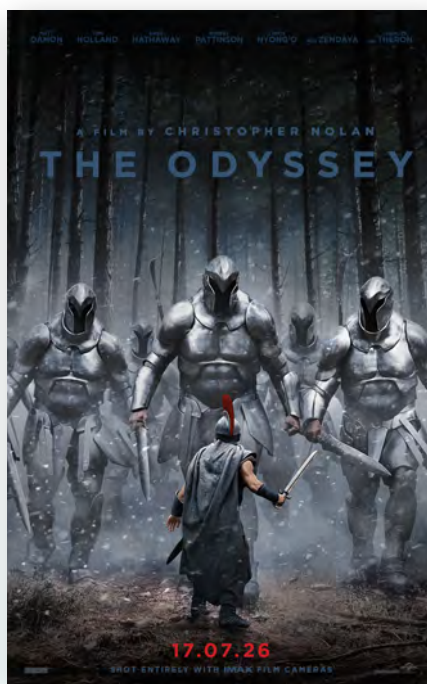


Cinema Moments Driving Summer Engagement

The summer holidays continue to be one of the biggest opportunities for shared experiences, and July's film slate is packed with blockbuster releases that give brands another reason to engage customers and employees.

This month's highlights include:

-  Moana
-  The Odyssey
-  Spider-Man: Brand New Day



Whether it's a family day out, a weekend trip to the cinema or a spontaneous evening plan, blockbuster releases create natural engagement moments that brands can tap into through relevant, everyday rewards.

With Vue Pass, powered by Ello Group, brands can make the most of these seasonal moments by offering a reward customers genuinely want to use.

-  Available across 90+ Vue locations nationwide
-  Up to 30% off cinema tickets
-  Savings on popcorn and drink combos

 Discover more at vuepass.com