

# Monthly 12 Newsletter

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GROUP

November 2025

Welcome to the November 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**

# Why Festive Rewards Build Year-Round Loyalty

## The gift that keeps on giving

The festive season is the golden quarter for customer engagement — a time when brands have a natural opportunity to surprise, delight, and strengthen relationships. But while one-off Christmas campaigns can create a spike in engagement, **it's the brands that use the season as a springboard for ongoing loyalty that see lasting returns.**

At Ello, we've seen first-hand how small, well-timed festive rewards can turn short-term joy into long-term habit. A complimentary dessert after a Christmas shopping trip, a coffee break between parties, or a discounted meal with family — **these little moments of generosity spark an emotional connection that outlives the season.**

According to Deloitte's 2024 Holiday Retail Survey, **70% of consumers say holiday experiences with brands influence where they shop in the new year, proving that festive interactions can directly drive future loyalty and spend.**



## From seasonal to habitual

Festive moments often become new rituals — a favourite family restaurant, a cosy coffee catch-up, or a movie night that signals the start of Christmas. By tapping into these moments with everyday, repeatable rewards, brands can stay front-of-mind long after the decorations come down.

## From generosity to growth

A well-executed Christmas campaign doesn't just reward loyalty — it builds it. The brands that thrive are those that make generosity a year-round strategy, not just a December gesture.

## 💡 At Ello, we help brands:

- Turn seasonal spikes into sustained engagement
- Build brand warmth through personalised, real-world rewards
- Keep audiences active with everyday value that extends into the new year

**This Christmas, think beyond the campaign window. Because the best festive rewards don't just make customers smile — they make them stay.**



# What's new this month?

## PizzaExpress – Showtime at Christmas

Get the celebrations started with PizzaExpress' most indulgent menu yet. Gather your favourite people and start a new tradition with limited-edition festive pizzas and seasonal twists on classics.

Try the Cola-Glazed Ham Hock Pizza for the perfect balance of savoury and sweet, or the Prawn Thermidor Pizza for a seafood sensation. And don't miss the Dough Balls in Blankets – a merry take on their iconic starter. Finish with a Christmas Cracking Brownie, blending taste, temperature, and texture for a true showstopper.

**Available until 6th January at 300+ locations – all perfectly paired with 25% off the total bill, Sunday to Friday with tastecard.**



Available  
at 300+  
locations



## Crêpeaffaire – Festive Menu

'Tis the season for crêpes, coffee, and Christmas cheer. Crêpeaffaire is bringing festive flavour in full force with a limited-edition line-up of sweet treats and indulgent drinks, **available 7 days a week.**

Unwrap new menu stars like the Tiramisu Crêpe, Toffee Apple Crumble Crêpe and Campfire S'mores Crêpe, alongside seasonal sips including Dubai Hot Chocolate, Black Forest Hot Chocolate and the Toffee Nut Biscoff Latte.

**Available at 9 locations nationwide, until 6th January – all with 25% off for tastecard members.**

Available  
at 9  
locations

## Prezzo – Christmas Menu

Prezzo's Christmas menu is serving a little more twinkle and a lot more tiramisu this season. From comforting classics to festive twists, it's the perfect excuse to gather friends and celebrate — Italian style.

Tuck into seasonal showstoppers like the Christmas Carbonara with roast turkey, sausage stuffing and pigs in blankets, or the Christmas Calzone, filled with turkey, mozzarella, brie and cranberry ketchup. For pizza lovers, the Christmas Pizza brings all the festive favourites together on a rich tomato base.

Round things off with the Cinnamon Swirl Cheesecake or a Lotus Biscoff Cheesecake for the sweetest of finales.

**Available Monday to Sunday, for up to 12 diners, with 2-for-1 dining through tastecard.**



Available  
at 91  
locations



Available  
at 650  
locations

## Caffè Nero – Festive Drinks

Caffè Nero's festive drinks menu is back — and it's more indulgent than ever. From cosy winter classics to bold new twists, each sip is made to bring a little warmth (and a lot of joy) to the season.

Make it a merry moment with the returning Millionaire's Hot Chocolate, perfectly smooth salted caramel hot chocolate topped with Belgian chocolate cream and caramel drizzle. Try the new Gingerbread Latte, finished with mini gingerbread biscuits, or the Orange Hot Chocolate for a zesty twist on a winter favourite.

For something extra special, Nero Baileys Tiramisu blends classico espresso with the iconic flavour of Baileys (alcohol-free) and a dusting of chocolate — or cool things down with the Iced Baileys Matcha.

**Available now 7 days a week — and always 25% off barista-made drinks with Coffee Club or tastecard.**





## This Month's Must-See Films at Vue

The magic of cinema shines brightest at Christmas — and with Vue Pass, brands can gift that magic directly to their customers or employees. Whether it's a family outing, a festive date night, or a quiet escape from the chaos, Vue delivers unforgettable moments that stick.

### This month's line-up is made for the big screen:

#### Avatar: Fire & Ash

James Cameron returns with a breathtaking sequel that will have audiences glued to their seats.

#### The SpongeBob Movie

The world's favourite sponge dives into another hilarious undersea adventure perfect for families.

#### The Housemaid

A gripping psychological thriller bringing high drama and suspense to the holidays.



AVATAR: FIRE & ASH



THE SPONGEBOB MOVIE



THE HOUSEMAID

**With savings of up to 30% off tickets at 90+ locations nationwide**, Vue Pass gives brands a way to surprise, delight and connect through shared experiences — creating real emotional value, one screening at a time.

Because when the lights dim and the story begins, that's when loyalty comes to life.

Explore Vue Rewards today [vuepass.com](https://vuepass.com)