

14 Monthly Newsletter

e.l.l.o
GROUP

January 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

Dragonpass acquires Ello Group

Twenty years ago, Ello Group began as tastelondon, launched with £20k of equity and a simple belief: rewarding everyday moments could build something meaningful. Built without external funding, the business became profitable within its first year and was valued at over £100m within a decade.

Today, Ello Group is home to tastecard, Gourmet Society and Coffee Club, alongside loyalty propositions powering some of the UK's most recognisable brands.

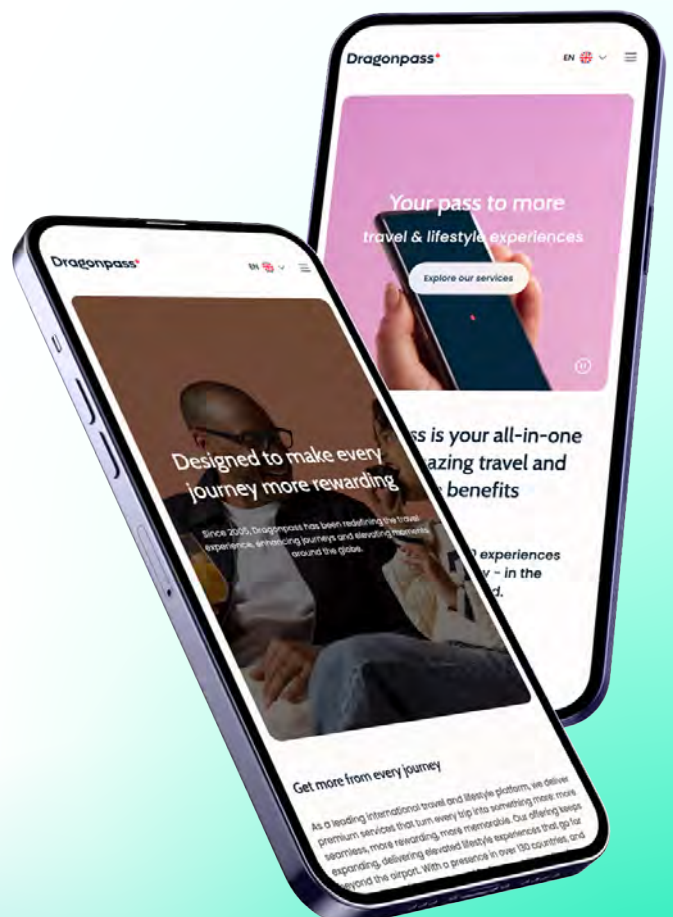
Like any long-standing business, the journey hasn't been without challenge. Covid was the toughest test, hitting the hospitality and leisure sectors hard. Thanks to the resilience of our team and the strength of our model, Ello adapted and emerged stronger. Post-pandemic, the business has returned to growth and is now approaching pre-Covid levels of revenue and profitability.

As we mark 20 years of Ello, we're excited to share the start of our next chapter.

Ello Group has agreed to become part of the Dragonpass Group. **Dragonpass is a global leader in premium travel and lifestyle experiences, connecting millions of customers worldwide to airport lounges, dining and hospitality benefits.**

With Dragonpass' international footprint and Ello Group's track record of building trusted, high-engagement reward products, the opportunity ahead is clear: to take tastecard and Ello's wider reward ecosystem global, and to **build a leading platform across B2B loyalty, hospitality, consumer services and employee benefits.**

Twenty years on, the mission remains the same – reward the moments that matter.



What's new this month

Krispy Kreme x Perfect Ted

Krispy Kreme is kicking off the new year with a matcha made in heaven. Designed to brighten January and banish the blues, the new Grab Your Greens campaign brings together the iconic Original Glazed® doughnut with the vibrant flavour of Perfect Ted® Matcha creating a fresh, feel-good twist on a fan favourite.

- **Strawberry Matcha Doughnut** – A soft Original Glazed® doughnut filled with strawberry-flavoured Kreme™, dipped in a Perfect Ted® matcha coating and finished with dried strawberry pieces.
- **Original Glazed™ Matcha Latte** – A warm, creamy blend of ceremonial-grade Perfect Ted® matcha and oat drink, infused with subtle Original Glazed™ flavour notes.
- **Original Glazed™ Iced Matcha Latte** – Cool, smooth and refreshing – a chilled oat-based matcha latte with that unmistakable Original Glazed™ sweetness.

Available
at 131
locations

tastecard members get 25% off the total bill, Sunday – Thursday



Caffè Nero

Caffè Nero is starting the year with two indulgent new drinks, blending comfort, quality ingredients and modern flavour twists – perfect for winter mornings or lighter iced moments as the days brighten.

Even better, tastecard, Gourmet Society and Compare the Market Rewards members enjoy 25% off barista-made drinks, 7 days a week, making everyday coffee moments even more rewarding.

Honey Pecan Oat Latte

Caffè Nero's signature Classico espresso, perfectly balanced with Alpro Oat and deliciously flavoured with honey-roasted pecans. Smooth, nutty and gently sweet, available hot or iced.

Iced Honeycomb Matcha Latte

Ceremonial-grade matcha, subtly sweetened with the flavour of honeycomb and served refreshingly over ice. Light, creamy and perfectly balanced – a fresh take on a matcha classic.



Available
at 89
locations



This Month's Must-See Films at Vue

January is made for powerful storytelling — the kind that pulls you in, lingers long after the credits, and reminds us why cinema still matters. With Vue Pass, brands can reward customers or employees with shared experiences that feel meaningful, memorable and genuinely valuable.

This month's line-up is made for the big screen, with something for every mood:

Hamnet

A deeply moving, beautifully crafted adaptation inspired by Maggie O'Farrell's bestselling novel. Hamnet explores love, loss and legacy with quiet intensity — a must-see for audiences who appreciate emotional, cinematic storytelling.

28 Years Later: The Bone Temple

The next chapter in the iconic franchise brings tension, scale and atmosphere back to the big screen. Dark, gripping and unmissable, it's a powerful reason to return to the cinema this winter.

Primate

A bold, high-concept thriller that blends suspense with striking visuals. Primate delivers edge-of-your-seat moments that demand to be experienced on the big screen.



With savings of up to **30% off tickets across 90+ Vue locations nationwide**, Vue Pass gives brands an easy way to **surprise, delight and connect** – turning a night at the cinema into a moment that builds real emotional loyalty.

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

👉 Discover more at vuepass.com