19 Monthly Newsletter

ello GROUP

June 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.

compare the market · vue · bounty · Boots · Johnson & Johnson · Vitality · SAMSUNG

EQUIFAX · vodafone · currys · PRIORITY · BBC · NatWest · Sainsbury's

Domino's · Brewers Fayre · CAFFÈ NERO · POPEYES · ODEON · Krispy Kreme · Morrisons

LLOYDS · boundless by CSMA · AVANTI WEST COAST · southern coop · plum · EMERGENCY ASSIST LTD · zilch

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

Seasonal Menus as an Engagement Tool

Seasonal menus are becoming one of the most effective ways for brands to drive timely, culturally relevant engagement with customers and members.

From iced coffee launches and football-themed food ranges to limited-edition summer menus, brands across telecoms, banking, insurance and employee benefits are increasingly using partner content to stay relevant during key seasonal peaks.

This summer alone, brands like Caffè Nero, Krispy Kreme, Domino's and Auntie Anne's have all launched seasonal products tied to behaviours already happening naturally throughout the season.

For customer engagement teams, these moments create highly relevant opportunities to reconnect with audiences in a way that feels timely rather than transactional.

A football-themed doughnut range creates a fresh CRM moment during the FIFA World Cup. A new pizza menu becomes relevant to customers planning summer nights in, family occasions or major sporting events.

Rather than relying solely on static discounts or complicated loyalty mechanics, brands are increasingly using seasonal partner content to create more dynamic and engaging customer communications.

That's where platforms like tastecard, Coffee Club and Gourmet Society play an important role. By giving brands access to a wide partner network across dining, coffee, pizza delivery, cinema and days out, seasonal launches can quickly become ready-made engagement campaigns for customer rewards and employee benefit programmes.

Importantly, these moments already come with built-in consumer interest. Consumers are already looking for iced drinks during warmer weather, planning social occasions around major sporting events and searching for affordable ways to enjoy experiences.

Because increasingly, successful engagement strategies aren't about forcing new behaviour. They're about becoming part of the moments customers are already enjoying.

What's new this month

Auntie Anne's Turns Up the Sweet & Salty This Summer

Auntie Anne's UK has launched its new Limited Edition Salted Caramel Nuggets - freshly baked pretzel nuggets drizzled with rich butter caramel and finished with a sprinkle of salt for the perfect sweet and savoury combination.

Available until 28th June - tastecard and Gourmet Society members can enjoy 25% off the total bill, Monday to Friday.

Limited-time launches like this continue to show how seasonal products and indulgent treats create fresh reasons for customers to engage and revisit.

Available at 49 locations

Available at 1,400+ locations

Domino's Launches Italianos Range

Domino's has introduced its new Italianos range - bringing thinner Italian-style crusts, elevated toppings and bolder flavours to its menu. Leading the line-up is the Classico Chicken & Pesto, combining juicy chicken breast, fresh tomatoes, mixed peppers and a basil pesto drizzle on a lighter Italian-style base.

The wider range includes: Perfecto Pepperoni & 'Nduja, Gusto Goat's Cheese & Pepperoni, Magnifico Chicken & 'Nduja, Glorioso Goat's Cheese & Pesto

tastecard and Gourmet Society members can enjoy 2 for 1 or 50% off pizza delivery, 7 days a week.

New England Edition Range

Krispy Kreme has launched its limited-edition England Edition Dozen - a football-inspired box designed for summer match days, sharing occasions and big tournament moments.

The range features themed doughnuts including "Come on England", "Pitch Perfect" and "Strike It Sweet", alongside fan favourites like Original Glazed™, Biscoff and Cookies & Kreme.

tastecard and Gourmet Society members can enjoy 25% off the total bill.

Available at 130+ locations

🍿 This Month's Must-See Films

June's film slate is packed with nostalgia, family favourites and blockbuster moments - the kind of releases that naturally bring people together and drive real engagement around shared experiences.

This month's highlights include:

🎬 Toy Story 5 – Pixar's iconic franchise returns with another family-friendly big-screen adventure.

🐤 Supergirl – DC's latest superhero release brings action, spectacle and summer blockbuster energy.

👾 Minions & Monsters – chaotic fun, comedy and a perfect school holiday crowd-pleaser.

Whether it's a family trip during the holidays, a date night or a spontaneous midweek plan, cinema remains one of the most accessible and widely used reward categories.

With Vue Pass, powered by Ello Group, brands can tap into these moments with a reward people genuinely want to use.

🚩 **Available across 90+ Vue locations nationwide**
🎟️ **Up to 30% off cinema tickets**
🍿 **Savings on snacks and treats**

👉 **Discover more at vuepass.com**