

Monthly 13 Newsletter

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GROUP

December 2025

Welcome to the December 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

Ello Wrapped: 2025 — The year of saving better

This year wasn't about cutting back. It was about doing the things we love — and paying less for them. In 2025, Ello was there for the everyday moments that quietly add up: mid-week meals after a long day, Friday night pizza with family, morning coffees on the commute, and cinema trips that turn into shared memories. Real savings, exactly where people already spend.

Here's how saving better showed up across the year.

Dining

Eating out remained the biggest money-saver of the year.

- Over **1.1 million** dining redemptions
- Over **21.7 million** in customer savings
- **£18.58 average saving** per meal
- **Italian cuisine** was the most redeemed
- **Prezzo Italian** was the most-redeemed dining partner of the year

Those “shall we get starters?” moments? They felt a lot easier this year.

Pizza Delivery

When it comes to pizza, habits are clear — and so are the savings.

- Over **9.1 million spent** on discounted pizza delivery
- **3.3 million slices of pizza** enjoyed via discounted delivery
- **Friday and Saturday** crowned the nation's pizza nights
- **50% off delivery** meant more toppings, fewer trade-offs

Pizza tastes better when it's half the price.

Cinema

Cinema remained one of the most-loved ways to save.

- **335,000** cinema tickets sold for less
- **2.5 tickets per transaction** — films are better together

Popcorn, big screens, and money left over for snacks.

Coffee Club

Some of the most powerful savings came one coffee at a time.

- **£6.15 million saved** on barista-made drinks
- At least **£1.65 saved on every coffee**
- Mid-week mornings (**Wednesday & Thursday**) were peak coffee-saving moments
- **Caffè Nero** being our members favourite

Proof that small, repeatable savings quickly become meaningful. Ello doesn't ask people to change their behaviour. It simply **rewards the moments already happening** — the routines, treats and plans that make up real life. When savings are easy, relevant and repeatable, they don't get ignored — **they become part of the routine.**

Here's to more everyday wins in 2026. Thanks for being part of a year that proved saving doesn't have to feel like sacrificing.

— The Ello Team

What's new this month

Krispy Kreme – Merry & Bright

The Christmas season has officially arrived at Krispy Kreme, and this year's festive line-up is all about joy and irresistible Christmas indulgence. Whether it's a treat for the team, a pick-me-up on a winter morning, or a box to share at home, this limited-edition collection is designed to spread smiles all season long.

Even better – tastecard and Gourmet Society members enjoy 25% off the total bill, Sunday–Thursday, across 131 locations nationwide.



Available
at 131
locations



❄️ Frosty the Doughman:

A melt-in-the-mouth snowman filled with white chocolatey kreme™, dipped in snowy glaze, and finished with a cosy iced scarf.

👴 Santa Belly:

Ho ho dough! Santa's iconic red jacket meets a delicious custard kreme™ filling, dark chocolatey topping and signature sugar belt.

🌲 Tree-mendous:

A festive pine bursting with Biscoff kreme™, dressed in green glaze and topped with colourful confetti dots and a chocolate flake trunk.

💎 Christmas Sprinkles:

The Original Glazed® gets its Christmas party outfit – chocolate icing and super-festive sprinkles.

Prezzo – Christmas Menu

Prezzo's Christmas menu is bringing rich, indulgent, brilliantly festive Italian comfort food to tables nationwide. Whether it's a team lunch, a family get-together or a cosy December date night, this year's menu is packed with limited-edition dishes that celebrate the season in true Prezzo style.

tastecard and Gourmet members can enjoy 2 for 1 dining, 7 days a week across 89 locations nationwide.



Available
at 89
locations

Here are some of this year's standout festive stars:



Christmas Carbonara:

A festive twist on the classic — creamy spaghetti served with roast turkey, sausage stuffing, pigs in blankets and crispy sage. Comforting, nostalgic and unmistakably Christmassy.



Christmas Calzone:

Turkey, mozzarella, brie, crispy stuffing and pigs in blankets all wrapped in golden dough, finished with cranberry ketchup. A showstopper that delivers all the flavours of a Christmas dinner in one bite.



Christmas Pizza:

Turkey, brie, stuffing, pigs in blankets and cranberry ketchup atop a rich tomato base, finished with crispy sage. A perfect balance of festive indulgence and pizza perfection.



Sharing Brie, Mozzarella & Cranberry Dough Bites:

Warm, gooey, pull-apart dough balls with brie, mozzarella and balsamic onion, served with cranberry ketchup — built for sharing (or not).



This Month's Must-See Films at Vue

Cinema is at its magical best in December — the perfect moment for brands to reward customers or employees with experiences that feel big, memorable and meaningful. With Vue Pass, your audience can enjoy the latest blockbusters at a fraction of the cost, with savings of up to 30% on tickets across 90+ Vue locations nationwide.

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

Marty Supreme

Timothée Chalamet stars in this high-energy, fast-paced character drama from Josh Safdie. Following Marty as he chases ambition, purpose and a dream bigger than himself, this stylish release is set to be one of the most talked-about films of the festive season.

Anaconda

Paul Rudd and Jack Black lead an adventure so huge it promises to leave you breathless. Packed with laugh-out-loud moments, jungle chaos and blockbuster-scale action, this modern reboot delivers the perfect Boxing Day escape.

Song Sung Blue

Hugh Jackman and Kate Hudson shine in this heartfelt musical biopic inspired by the life of a legendary performer. With glittering performances, emotional depth and a soaring soundtrack, it's the ideal feel-good start to the new year.



With savings of up to **30% off tickets across 90+ Vue locations nationwide**, Vue Pass gives brands a way to **surprise, delight and drive real emotional loyalty** through shared experiences that last far beyond the credits.

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

👉 Discover more at vuepass.com