

23 Monthly Newsletter

e.l.l.o
GROUP

October 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

tastecard joins EDF's new Flextras loyalty scheme

We're delighted to expand our partnership with EDF as the energy provider launches Flextras, its new customer loyalty scheme.

Customers who join Flextras will receive a complimentary 12-month tastecard membership, unlocking savings across dining, pizza delivery, coffee, cinema, days out and retail.

Available through the EDF app, Flextras brings energy-related rewards and exclusive benefits together in one place, helping customers get even more from being with EDF.

With nationwide coverage and a broad mix of offers, tastecard gives EDF customers access to relevant savings across everyday purchases and special occasions.

The partnership demonstrates how brands can strengthen customer relationships by providing accessible, everyday value beyond their core service.



"Flextras is a brilliant example of how brands can create value beyond their core service. By making useful, everyday savings easily accessible, EDF is giving customers more reasons to engage throughout the year. We're delighted to be expanding our partnership and supporting the launch."

Matt Turner
CEO, Ello Group



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Flextras

What's new this month

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Spooky season arrives at Krispy Kreme

Krispy Kreme is getting into the Halloween spirit with four frightfully delicious doughnuts.

Discover Cookies & Skreeme with Cookies & Kreme frosting, pumpkin-inspired Patch Perfect, chocolatey Hocus Doughcus and the shimmering Cherry Gloss.

From spooky celebrations to an afternoon treat, there's something for every sweet tooth.

tastecard and Gourmet Society members can enjoy 25% off the total bill, Sunday to Thursday.



CAFFÈ
NERO

Power up your coffee break with Caffè Nero

Caffè Nero has introduced two new protein-packed drinks: the Iced Vanilla Protein Latte and Iced Vanilla Protein Matcha Latte.

Both contain under 150 calories, with 25g of protein in the Vanilla Latte and 24g in the Matcha Latte, bringing a new twist to the everyday coffee break.

Coffee Club members can enjoy 25% off barista-made drinks, 7 days a week.

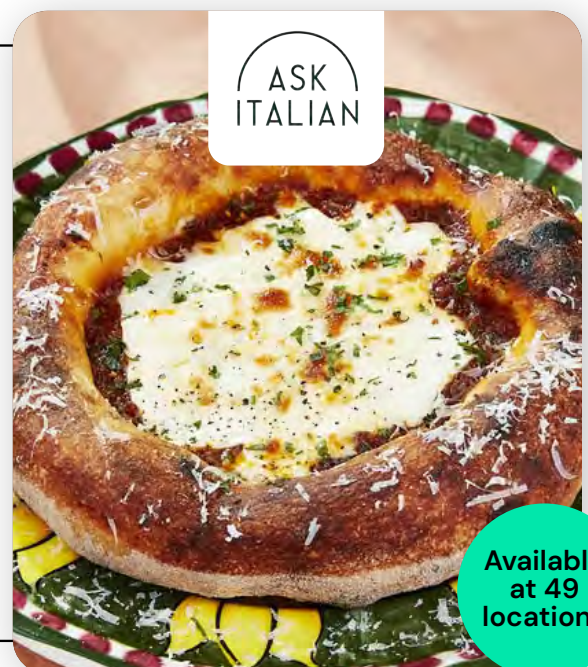
Available
at 661
locations

ASK Italian serves up Lasagne Garlic Bread

ASK Italian is bringing together two Italian favourites with its limited-edition Lasagne Garlic Bread.

Made with stone-baked Wildfarmed dough, topped with rich beef and red wine ragù, creamy béchamel and melted mozzarella, then baked until golden and bubbling. A comforting autumn twist on a classic, perfect for sharing.

tastecard members can enjoy 2 for 1, Sunday to Thursday nationwide.





Cinema Spotlight

Coming soon to Vue this October and November

As the evenings draw in and the festive season approaches, there's plenty to look forward to on the big screen.

From family-friendly adventures to darker seasonal stories, October and November bring fresh reasons to head to the cinema.

For brands, these releases create natural opportunities to engage customers and employees through rewards that feel timely, relevant and easy to enjoy.

On the big screen soon:



Whether it's a family trip during half-term, a cosy autumn evening or the start of the festive season, cinema offers moments that brands can build into their customer engagement campaigns.

With Vue Pass, powered by Ello Group, brands can make these experiences more accessible through a reward customers and employees will understand, value and want to use.

- ▶ Available across 93+ Vue locations nationwide
- 👛 Up to 30% off cinema tickets
- 🍿 Savings on selected popcorn and drink combos

👉 Discover more at vuepass.com