

# Monthly **09** Newsletter

e·l·l·o  
GROUP

July 2025

Welcome to the July 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**

# A Passport to Flavour – All Summer Long

This summer, tastecard is taking members on a **global taste adventure** – one plate at a time. Our latest campaign brings to life what makes tastecard the UK's most rewarding dining companion: unbeatable variety, everyday relevance, and a membership that pays for itself in delicious ways.

**Over five weeks, we'll spotlight five different cuisines** – shining a light on both the high-street heroes and local gems that make our network so unique. From beloved big-name brands to hidden independents worth discovering, we're giving members a passport to flavour without the need for a boarding pass.

Whether it's a morning coffee, a working lunch, or dinner with friends, tastecard is there – turning ordinary moments into feel-good experiences. This campaign is a reminder of just how far our reach goes, and how easy it is to explore something new every day with the right reward in your pocket.

For partners, it's a showcase of how loyalty can be lived daily: authentic, embedded in real habits, and packed with value from first sip to final bite.

Because when you combine scale, variety and everyday usability – loyalty isn't just earned. It's enjoyed.



# What's new this month?

## Frankie & Benny's now 7 days a week with tastecard 🎉

To celebrate their brand-new menu, Frankie & Benny's is serving up 7-day-a-week savings this July – exclusively for tastecard and Gourmet Society members.

Expect timeless Italian flavours, classic New York vibes, and the kind of big plates that bring people together. From cheesy garlic bread starters to loaded pasta and crispy chicken, this is comfort food done right – and now available with your discount every day of the week.

Whether it's a spontaneous midweek dinner or a weekend treat with the family, there's no better time to grab a table, soak up the atmosphere, and tuck in.

Offer valid throughout July at 90+ locations nationwide. Don't miss your chance to make every meal feel like a proper occasion.



Available  
at 90+  
locations

CAFFÈ  
NERO



Available  
at 650+  
locations

## Caffè Nero x Baileys Iced Latte

This summer's coolest collab has landed. Introducing the Baileys Iced Latte – a dreamy, creamy fusion of Nero's signature Classico espresso with the unmistakable taste of Baileys. Served over ice and finished with a swirl of double cream, it's indulgent, iconic, and completely alcohol-free.

Available exclusively at Caffè Nero and for a limited time only, this one's already being dubbed the drink of the summer – and for good reason.

tastecard and Coffee Club members get 25% off barista-made drinks, 7 days a week at 650+ locations nationwide – which means this summer headliner just became your new favourite treat for less.





## Krispy Kreme x DC Comics

Krispy Kreme has joined forces with DC Comics to launch a limited-edition range of doughnuts inspired by your favourite superheroes. From weekend celebrations to weekday coffee runs, these doughnuts are the ultimate sidekick to any sweet craving. But they won't be around forever, so catch them while you can.

Available  
at 137  
locations

## Meet the line-up:



**Batman** – Cookie Kreme™ filled, dipped in chocolatey icing and finished with yellow icing and a Bat-signal plaque.



**Superman** – Kreme™ filled, dipped in blue icing and topped with frosting, coloured sugar and a Superman plaque.



**Wonder Woman** – Hand-dipped in red raspberry icing, sprinkled with blue crunch, and crowned with a Wonder Woman plaque.

**Heroic flavours. Legendary savings. tastecard members can enjoy 25% off the total bill, Sunday to Thursday, at 137 Krispy Kreme locations with tastecard.**



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

🍿 **"Cinema is dead," said the Netflix CEO...** 🤖

📺 Tell that to the 95% of moviegoers who still prefer watching new releases on the big screen (Global Cinema Federation, 2024).

From Tom Cruise's direct-to-camera plea to see Mission: Impossible – The Final Reckoning in IMAX, to packed-out screenings across the UK, the message is clear: cinema isn't dead — it's just had a killer plot twist.

At Ello, we know cinema rewards work because they feel like a treat. They create moments people remember — and associate with your brand.

### What's Showing This Month?



### Why Vue Is the Ultimate Reward:

- ✓ Up to 30% off tickets
- ✓ National footprint, local pull
- ✓ Emotional impact that drives loyalty

Ready to turn film fans into loyal customers? Explore Vue Rewards Today.

[vuepass.com](https://vuepass.com)