



## **VEGCLUB LOYALTY PROGRAM - BENEFITS AND TERMS & CONDITIONS**

VegClub Loyalty Program is a revolutionary initiative aimed at promoting vegan and plant-based eateries across Europe while rewarding loyal customers with exclusive discounts. This document outlines the benefits for both cardholders and participating eateries.

### **Benefits for Cardholders**

- **Exclusive Discounts:** Enjoy discounts ranging from 5% to 20% at a variety of vegan and plant-based eateries across Europe. Additionally, discounts apply to non-vegan eateries offering vegan or plant-based options, broadening the range of dining choices.
- **Lifetime Membership:** Subscribers pay a one-time fee of £35/€35 for the VegClub Loyalty Card, ensuring lifetime access to discounts and benefits, with no recurring fees.
- **Special Offers and Promotions:** Receive notifications about special offers, promotions, and new eateries joining the VegClub network, enhancing the dining experience while saving money.
- **Supporting Vegan Businesses:** By patronising eateries affiliated with VegClub, cardholders directly contribute to the growth and sustainability of vegan businesses, promoting ethical and sustainable dining choices.

### **Benefits for Participating Eateries**

- **Increased Foot Traffic:** Participating eateries can attract more customers by offering exclusive discounts to VegClub cardholders, stimulating sales and enhancing brand visibility.
- **VegClub Recognition:** Display the VegClub sticker on the business window, signalling to potential customers that the establishment is vegan-friendly and part of a global network promoting plant-based dining.
- **One-time Payment:** Eateries need only make a one-time payment of £25/€27 to become associated with VegClub Loyalty Program and receive the official sticker for their window, eliminating the need for recurring fees or subscription payments.
- **Marketing and Exposure:** Benefit from marketing efforts by VegClub to promote affiliated eateries through social media, email newsletters, and other promotional channels, increasing visibility and attracting new customers.

VegClub Loyalty Program offers a win-win solution for both cardholders and participating eateries, promoting ethical dining choices while rewarding customer loyalty and supporting the growth of vegan businesses across Europe. Join the VegClub community today and be a part of the plant-based revolution!

For more information send an email to **[loyalty@vegclubmagazine.com](mailto:loyalty@vegclubmagazine.com)**