

Loyalty Card



Earn loyalty points whenever you make a purchase at Altura Coffee Café & Roastery

In today's competitive retail environment, the key to success and growth must be focused on building customer loyalty. At Altura that means rewarding our customers so we are very pleased to launch our *Loyalty Card*.

Our Loyalty Card is a swipe card that we provide free of charge upon joining and includes our Retail Shop, rewarding not just our loyal Cafe customers, but also our regular buyers of freshly roasted coffee beans.

The Loyalty Program has two parts, which work together to deliver you fantastic opportunities for great discounts and special offers.

Firstly, it's a Prepaid card. Load up the card to your chosen dollar limit, then swipe the card to purchase hot coffee and tea beverages from the Café and coffee beans/ground coffee from the Retail Shop - no cash, eftpos or credit card transactions.

Secondly, it's a Frequent Buyer reward system based around points. Every coffee and beans/ground coffee purchase earns you points. When your points reach a reward level staff will advise you that you are eligible for either a free hot coffee, tea or 200gm free coffee beans/grounds. You don't need to accept the free offer every time it comes up; save your points to use on special promotions for cardholders or towards more coffee.

How do I earn points?

Every hot coffee and tea beverage purchased in the Café earns you 20% of its purchase price in reward points. For example, a \$3 Flat White earns you 0.6 points. When you have purchased 5 Flat Whites you will have accrued 3 points which will give you a free coffee. 1 point equals \$1.

Every 200gm of coffee beans/grounds purchased in the Retail Shop earns you 10% of its purchase price in rewards. For example, a 200gm bag of coffee is \$8.50 which earns you 0.85 points. When you have purchased 10 packets of 200gm beans you will have accrued 8.5 points which will give you a free 200gm bag. 1 point equals \$1.

What are the qualifying purchases?

All hot coffee and tea beverages from the Café and beans/ground coffee sold in the Retail Shop.

Where do I redeem my points?

At the Café and Retail Shop counters.

How do I enrol?

Easy - complete the Enrolment Form on the back of this information sheet and hand to one of our staff or download and print one off our website www.alturacoffee.co.nz. You will receive your Card in the mail 5-7 days later.

Application form

Name: Mr/Mrs/Miss/Ms _____

Postal Address: _____

Phone: _____

Mobile: _____

Email: _____

Signature: _____

Birthday: _____

My regular coffee/tea drink is (opt): _____

Office use only

Card number allocated

TERMS AND CONDITIONS OF USE

1. To become a Member of the Loyalty Program, an application form must be completed and handed to a staff member at Altura Café. Upon acceptance and processing of the application, a membership card will be mailed to the member within 5 working days.
2. Cards are personal to the Member and may not be transferred or used by anyone else.
3. Only one card can be issued per person. No family cards or cards issued for two or more people.
4. To obtain points, the Member must present the loyalty Card at time of purchase before the transaction is completed. No card, no points awarded.
5. Points cannot be earned on food purchased from the Café or for purchases from the Retail Shop other than coffee beans or ground coffee.
6. Points are not awarded for the free coffee that comes with the Earlybird meal.
7. Points cannot be used to purchase food from the Café or anything from the Retail Shop other than coffee beans or ground coffee except in the case of pre-arranged specials.
8. A Member may obtain a replacement for a damaged or lost Card by returning the damaged Card to Altura Café and requesting a replacement by re-enrolling. Points recorded on the damaged Card will be transferred to the replacement Card providing adequate identification is made. To cover administration and handling a fee of \$5.00 will be charged to the Member.
9. Points earned and a balance of points to date are printed on the till receipt with every transaction in the Café and Retail Shop. No monthly statement provided.
10. There is no expiry date on points earned.
11. Personal information will be collected about a Member (as per the application form). This information is collected by Altura to detail the manner, timing and pattern of use of the Member's Card.
12. Altura adheres to strict internal privacy codes to ensure that privacy is adhered to. You may request access to the personal information we hold about you at any time and you may request us to amend your personal records if you believe the information is incorrect.
13. A Cardholder may cancel from the Program at any time by returning their Card to Altura.
14. Points cannot be sold, transferred, assigned or otherwise dealt with except in accordance with these terms and conditions.