

tastecard FAQs



What is tastecard?

tastecard is the UK & Ireland's largest diners club, with over 5500+ participating restaurants offering over 500,000 members huge savings every time they dine out. Each member receives a personalised membership card which they show at the restaurants to receive the discount.

What offers are available to the members?

There are only 2 offers for the restaurants to choose from:

50% off the total food bill: This applies to everyone dining in the group, although the restaurant may place a maximum number of people per booking (see website for each individual offer). The vast majority of restaurants are on this offer.

2 for 1: This is an offer for couples and applies to all courses ordered (starters, mains and desserts). The cheaper item from each course is deducted from the bill.

What are the average savings each time I use the card?

It depends where you go and how many people are in the group, but average savings are around £25-£30 each time the card is used.

What menu does the offer apply to?

Importantly, and unlike other dining schemes, the offer applies to the full a la carte menu. It cannot be used in conjunction with other special offers (which may include special set menu offers).

Can the restaurants exclude any days or times?

The only exclusions that the restaurants can place, if they wish, are Friday and/or Saturday nights.

Why do some restaurants ask members to advance book?

If the restaurant has a telephone icon illustrated on its page then advance bookings must be made, and taste must be mentioned. This is because if the discount has not been mentioned and the bill is produced, the manager would then have to recalculate the bill; which can be time consuming. If the restaurant is already aware that you are a taste member, they can calculate the bill including the discount from the outset.

Are the cards transferable?

No, the cards are strictly non-transferable. They are printed with your name on, so cannot be loaned to friends or family members.

Why do restaurants participate and provide such a big discount to taste members?

As taste is a closed community, the restaurants are able to offer a large discount without publicising that offer to the general public. As our members pay for membership they tend to be good quality covers – the type of customers that the restaurants like to get through their doors.

The whole ethos of taste is to make eating out more affordable, thus encouraging people to eat out more regularly. By doing this, we are helping both our members and our partner restaurants; and as such are highly valued by both.

How do I keep informed of new restaurants joining?

Our website, www.tastecard.co.uk is fully up-to-date with all of the offers currently available. The number of restaurants is growing all of the time, and you can keep informed by visiting the website and signing up for the taste newsletter, which will be emailed to you detailing new restaurants that have joined the scheme. When you are out and about, we have our 3 Smartphone apps available, all free to download, helping you to make the most of your tastecard. Apps are available for iPhone, Android & Blackberry!