

Bracegirdle's Loyalty Programs

Frequently Asked Questions

How do I join the Bracegirdle's Loyalty Program?

Simply collect a card from any of the Bracegirdle's cafés, register your card and begin collecting points immediately.

Where can I earn points with the Bracegirdle's Loyalty Program?

You can earn points on each purchase in any of Bracegirdle's cafés. The Bracegirdle's Loyalty Program is only valid within Bracegirdle's cafés and cannot be used at pop up stores or outdoor events.

How many points do I earn for every visit to a café?

You receive 10 points for each \$1 you spend in any Bracegirdle's cafés. For example: if you spend \$25.00 you will accrue 250 points.

How do I redeem my points?

You can redeem your points on any purchases made in any of the Bracegirdle's cafés.

For example: if you have accumulated 500 points they are worth \$5.00 to spend in any of the cafés on any menu item or retail purchases.

How do I become a Key Member?

When you reach 5000 points you will have the opportunity to be elevated to Key Member.

What are the benefits of being a Key Member?

As a valued customer of Bracegirdle's you will receive 5% discount on your purchases anytime you visit one of Bracegirdle's cafés. You will also enjoy a free coffee and chocolate for your birthday. You will be invited to join us for exclusive events that we will be hosting from time to time.

What happens if I lose my card?

You will need to collect a new card from your nearest Bracegirdle's café.

Then:

- Log into your Bracegirdle's Loyalty Program account using the registered email and password connected to your old card.
- Go to the 'Card Transfer' section, where you will enter the new Membership Number and Verification Code on the card. All existing points and information will transfer onto the new card.

My card is not scanning properly, what should I do?

You will need to collect a new card from your nearest Bracegirdle's cafe. Please hand in your old card at the café.

Then:

- Log into your Bracegirdle's Loyalty Program account using the registered email and password connected to your old card.
- Go to the 'Card Transfer' section, where you will enter the new Membership Number and Verification Code on the card. All existing points and information will transfer onto the new card.