

# Somos Esencia Club

“Flavors of Barcelona”



Somos Esencia Club is an exclusive program designed to reward the most loyal customers of the Somos Esencia restaurant group in Barcelona. This club offers a personalized experience and unique benefits, with the aim of making our subscribed customers feel special every time they visit our premises.

Club members enjoy privileges that enhance their dining experience in the city, from special discounts to early access to VIP events and activities.

## Club Levels:

The program is structured into different levels of loyalty, each with its own benefits that accumulate as the client progresses in their relationship with Somos Esencia according to the number of reservations they complete. As you advance in level, the benefits increase and personalize it even more, thus creating a unique experience for each member.

### MEMBER



### SILVER



### GOLD



### TITANIUM



## Member

0 to 11 reservations

Anyone outside the company can register and be a member of the club. They will be **members** until they pass the 11 reservations that will be able to escalate to the next “Silver” level. Its benefits are:

- Personalized service
- Access to private events and exclusive parties
- Preference in table selection according to restaurant availability
- Latest news notification

## Silver

**12 to 23 reservations**

Anyone who has exceeded 11 reservations will become **Silver**. Once you exceed 23 reservations you will level up to Gold. Its benefits are:

- Personalized service
- Access to private events and exclusive parties
- Preference in table selection according to restaurant availability
- Latest news notification
- Free coffee

## Gold

**24 to 47 reservations**

Anyone who has exceeded 24 reservations will become **Gold**. Once you exceed 47 reservations you will level up to Titanium. Its benefits are:

- Personalized service
- Access to private events and exclusive parties
- Preference in table selection according to restaurant availability
- Latest news notification
- Free coffee
- Welcome drink

## Titanium

**+48 reservations**

Anyone who has exceeded 48 reservations will become a **Titanium**. This level is the highest in the loyalty program. Its benefits are:

- Personalized service
- Access to private events and exclusive parties
- Preference in table selection according to restaurant availability
- Latest news notification
- Free coffee
- Welcome drink
- Starter or appetizer

### How it works:

Customers can easily register at any of the group's restaurants, through our website or by scanning the QR code. Once registered, they begin to accumulate points with each completed reservation, which are automatically transformed into benefits depending on the level reached.

The points are updated and added automatically to each client's wallet card, so progress to the next level can be followed.

The objective of the program is to create a community of lovers of good food, offering a personalized service that makes each visit unique, and rewarding customers' loyalty and commitment to the Somos Esencia family.

\*Visits are only added if it is a lunch or dinner

### Somos Esencia



**Bienvenid\* a la familia.**

Significa mucho tenerte con nosotros.

