

Frequently Asked Questions – Encore Loyalty

How is Arnotts Wonder Card Loyalty changing?

Wonder Card has a new name - **ENCORE LOYALTY**. Arnotts operates a joint Loyalty programme with Brown Thomas. This new name brings together the Arnotts Wonder Card and the Brown Thomas Loyalty programmes and under a new brand, Encore Loyalty. You can continue to enjoy all the great benefits of the Wonder Card programme across both Brown Thomas and Arnotts, including also collecting and spending points when shopping in Brown Thomas, online at brownthomas.com and on the Brown Thomas App.

Can I use my Arnotts Wonder Card in the same way?

Your Wonder Card will work as normal to collect and spend points in Arnotts and Brown Thomas. If you use a digital Loyalty card, this will be updated to the new Encore Loyalty card on your App on your mobile phone. If you would like to replace your physical Wonder Card with a new Encore Loyalty card, you can do this at the Customer Service desk in-store. However, the most convenient way to get a new Encore Loyalty card is to Download the Arnotts App and you will get a digital Loyalty card that you can use in-store.

Will my Loyalty Card number change?

You can continue to use your existing Arnotts Wonder Card as usual.

If you use a digital loyalty card on your App, this will automatically be updated with the new Encore Loyalty brand on the App. Remember to log in to see your Loyalty account on the App. If you have an online account, your loyalty card will also automatically be updated with the new Encore brand.

How do I get a digital Encore Loyalty card?

Go to the Google Play Store or Apple App Store and search for the Arnotts App. Download the App and follow the instructions to create an account and select 'Join Loyalty'.

If you have a physical Loyalty card, you can add this number on the App and it will be linked to your account. If you are joining Encore Loyalty for the first time, select 'Join Loyalty' and a new digital card will be created for you.

I also have a Brown Thomas Loyalty Card, does that still work?

Both Brown Thomas Loyalty cards and Arnotts Wonder cards are still valid loyalty cards and either card works in any store and online. If you use a digital loyalty card for Brown Thomas and/or for Arnotts, this card will automatically be updated with the new Encore Loyalty brand on your App.

How do I earn points in Brown Thomas stores?

Easy, simply present the digital loyalty card on the Arnotts or Brown Thomas App, or your physical loyalty card in store to earn points. Any points earned with Brown Thomas will be added to your loyalty account. Your online Loyalty account will show the total points earned with both Arnotts and Brown Thomas. If you do not currently use a digital loyalty card, simply download the Arnotts App to your mobile phone and follow the instructions to add your loyalty card. Visit Google Play store or Apple App Store and search for the Arnotts App.

How do I earn points if I'm shopping online at brownthomas.com?

You can earn points online at brownthomas.com or on the Brown Thomas app with your Encore Loyalty card. If you already have a Brown Thomas online account and you are also a member of the Brown Thomas loyalty programme, you do not need to do anything. If you do not have an online account, you can create an account and then add your loyalty card to your account to earn points. If you already have an online account with Arnotts.ie and want to create a brownthomas.com account, use the same email address for both accounts and your Loyalty membership will automatically be linked to both online accounts.

How will loyalty tiers be affected by the change?

The current tiers have been renamed. Wonder is now called Patron, Wonder Plus is now called Premium and Platinum remains Platinum. Loyalty tiers are not affected in any other way, spend thresholds remain the same. We will inform you about your new tier name by email and you will also see your tier name updated on your online account and on the App.

Can I get the tier benefits at Brown Thomas too?

Yes, you can also enjoy tier benefits at Brown Thomas. For example, as a Platinum customer you will earn 2 points for every €1 you spend in Brown Thomas and on brownthomas.com. You will also enjoy complimentary tea or coffee when you dine at participating Brown Thomas restaurants.