Croissant Club Tier terms and conditions

The **Croissant Club** is our exclusive VIP Loyalty Tier (as defined in the Tartine Club terms and conditions) within the Tartine Club loyalty program, designed to reward our most loyal members.

The Croissant Club Loyalty Tier shall be subject to (i) these specific terms and conditions and (ii) the general Tartine Club terms and conditions.

How do I qualify?

To become a Croissant Club member, you must meet both of the following criteria during the six-month period immediately preceding the assessment date:

- Spend at least **€250 in eligible purchases**
- Complete at least **12 qualifying visits**

Once both qualification criteria have been met and the relevant transactions have been successfully processed, Croissant Club status will be activated the first day of the following calendar month.

How long does my status last?

Croissant Club status is valid for six months from the date on which the status is activated. The applicable expiry date will be displayed in the member's Tartine Club account.

At the end of this period, we will review your activity over the preceding 6 months:

- If you continue to meet the qualification criteria, your Croissant Club status will be renewed for another 6 months.
- If you no longer meet the criteria, your account will automatically return to the standard Tartine Club Tier.

Which purchases are eligible?

An eligible purchase is a completed and non-refunded purchase made through an eligible sales channel and successfully linked to the member's Tartine Club account at the time of the transaction. Fully refunded purchases will not count towards qualifying spend or qualifying visits. In the case of a partial refund, only the final amount retained after the refund will count towards qualifying spend.

The following purchases are eligible and count towards both the spending and visit requirements when linked to your Tartine Club account:

- In-restaurant purchases
- Click & Collect orders
- Order & Pay at Table purchases
- Digital kiosk purchases

The qualifying spend is based on the actual amount paid by the guest, after any discounts or promotions have been applied.

To collect qualifying visits, your Tartine Club account must be linked or identified at the time of purchase. Visits cannot be added retrospectively if the account was not identified during the transaction.

Which purchases are not eligible?

The following purchases do not count towards Croissant Club qualification:

- Catering orders
- Deliveroo orders
- Uber Eats orders
- Other third-party delivery services
- Purchases that were not linked to your Tartine Club account at the time of the transaction;
- Cancelled, fraudulent or fully refunded transactions;
- Purchases made using an employee discount or staff benefit.

What counts as a qualifying visit?

To collect qualifying spend and visits, the member's Tartine Club account must be identified and successfully linked at the time of purchase. Purchases and visits cannot be added retrospectively if the account was not identified during the transaction.

Each eligible transaction counts as one qualifying visit. However, transactions that are artificially split or otherwise manipulated for the purpose of obtaining additional qualifying visits may be combined and treated as a single qualifying visit.

For example, if you make three separate purchases on the same day, this will count as **three visits**.

Where is the Croissant Club available?

The Croissant Club is available **exclusively in Belgium** and only in restaurants participating in the Tartine Club program.

The following locations are currently excluded:

- Zaventem
- Parvis Saint-Pierre
- Jambes

Employee exclusion

The Croissant Club Tier is intended exclusively for retail customers.

Employees, franchise employees, temporary staff, contractors and individuals receiving employee discounts or staff benefits are not eligible to qualify for or participate in the Croissant Club Tier.

Benefits

The benefits available to Croissant Club members are:

- Exclusive experiences and events
- Exclusive items in the Point Shop
- Before 10 AM, purchase any take-away classic coffee *(Espresso, americano, espresso macchiato, latte, cappuccino, flat white, latte macchiato, tea, fresh tea with mint, Belgian hot chocolate)* and add a croissant or pain au chocolat for €1.
- 30% off bakery items (*Ambient display featuring pastries and small bread items*) after 5 PM

Benefits are personal, non-transferable and subject to availability. Unless expressly stated otherwise, Croissant Club benefits cannot be combined with other discounts, promotions, employee benefits or third-party offers. Specific benefits may be subject to additional redemption conditions displayed in the Tartine Club application.

To redeem a Croissant Club benefit, you must identify your Tartine Club account before completing the transaction. Benefits cannot be applied retrospectively after payment has been completed.

Additional information

Eligibility, qualification status, and qualifying purchases are determined solely by Le Pain Quotidien based on transaction data linked to your Tartine Club account.

Le Pain Quotidien may modify, suspend or discontinue the Croissant Club Tier for legitimate operational, technical, commercial or legal reasons. Where reasonably possible, members will be informed in advance of any material change. Changes will not affect benefits already validly redeemed before the effective date of the change.

Contact

For questions about your Croissant Club status or qualifying activity, please contact our customer service: **tartine-club@be.lepainquotidien.com**