# WINGSTOP FLAVOUR CLUB

## Membership Terms & Conditions

Wingstop • Effective Date: 5th October 2026

*These Terms & Conditions govern your membership of Wingstop Flavour Club. Please read them carefully. By joining Wingstop Flavour Club, you agree to be bound by these Terms & Conditions. We've written them in plain language wherever possible — but if anything is unclear, contact us at flavourclub@wingstop.co.uk.*

*We may revise and update these Terms & Conditions from time to time, please visit www.flavourclub.co.uk or www.wingstop.co.uk to review the latest version.*

*Wingstop Flavour Club is owned and operated by Lemon Pepper Holdings Limited trading under the Wingstop brand.*

## 1. Definitions

The following terms have the meanings set out below throughout these Terms & Conditions:

| | |
|---|---|
| **Badge** | An achievement marker earned by a Member through behaviours (such as profile completion, flavour exploration, or engagement activities for members aged 18 years and older. |
| **Base Stamp** | A unit of progress earned by Members through a Qualifying Transaction. |
| **Boost Stamp** | A unit of progress awarded to Members (where applicable) during eligible promotional periods. |
| **Digital Wallet / Wallet** | The digital loyalty card stored in a Member's Apple Wallet or Google Wallet, containing the Member's Flavour Club details. |
| **Drop** | A targeted offer, experience, game entry, or exclusive benefit delivered at Wingstop's discretion to a Member's account when they have been active in the last 90 days. |
| **Flavour Club** | The Wingstop Loyalty Programme is owned and operated by Lemon Pepper Holdings Limited, trading under the Wingstop brand, in accordance with these Terms & Conditions. |
| **Flavour Signature** | A Member's self selected flavour identity (e.g. Lemon Pepper, Atomic). |
| **Member/you/your** | An individual who has successfully registered for Wingstop Flavour Club and holds an active Wingstop Flavour Club account. |
| **Minimum Spend Criteria** | The minimum spend criteria required for a Qualifying Transaction [as published on Wingstop Flavour Club from time to time] (which is |

| | |
|---|---|
| | exclusive of any delivery fees, service charges, tips and the value of any Reward Vouchers or promotional offers applied to the transaction). |
| **Qualifying Transaction** | A purchase of food and/or drink items at a participating Wingstop restaurant, via Click & Collect, or via an eligible third-party delivery channel, that meets the Minimum Spend Criteria. |
| **Real Ones** | An invite only tier for high value Members that are 18 years and older. High value members are members who have visited frequently and are highly engaged with customer communications. |
| **Reward Voucher** | A digital voucher issued by Wingstop to a Member upon reaching a Stamp Ladder reward milestone, redeemable for specified Wingstop products. |
| **Squad Order** | A purchase of food and/or drink items at a participating Wingstop UK & Northern Ireland restaurant, via Click & Collect, or via an eligible third party delivery channel, that meets the Squad Order Threshold. |
| **Squad Order Threshold** | The minimum spend criteria required for a Squad Order [as published in the on Wingstop Flavour Club from time to time] (excluding any delivery fees, service charges and tips and the value of any Reward Vouchers or promotional offers applied to the transaction). |
| **Stamp** | Refers to either a Base Stamp, Boost Stamp or a Squad Stamp. |
| **Stamp Ladder** | The structured reward journey of 4 stamps (first reward milestone) and 8 stamps (second reward milestone). |
| **Wingstop Flavour Club Web App** | The Wingstop Flavour Club Web App accessible at www.flavourclub.co.uk |
| **Wingstop/We** | Lemon Pepper Holdings Limited, a company registered in England and Wales (company number 10589672), whose registered office is at 36–40 Maple Street, London W1T 6HE, operating under the Wingstop brand in the UK. |

# 2. Eligibility & Registration & Account Management

## 2.1 Who can join

- Wingstop Flavour Club is open to individuals aged 16 or over who are resident in the United Kingdom.
- Wingstop Flavour Club Members under 18 will have restricted access to parts of the Wingstop Flavour Club programme.
- Only one Wingstop Flavour Club account may be held per person at any one time. Duplicate accounts may be merged, suspended or terminated without notice to you at Wingstop discretion.
- Wingstop Flavour Club is available to Members for personal non business use only.

## 2.2 How to join

- Register via the QR code displayed in store, via the Wingstop website, via social/digital channels, as published from time to time.
- Click & Collect customers will be enrolled to Wingstop Flavour Club via the Click & Collect registration and order flow once they have accepted the Terms & Conditions and Privacy Policy.
- Registration requires a valid email address, mobile number and date of birth (for age verification and birthday Drop eligibility).

### 2.3 Account responsibility

- You must provide accurate information when registering for your account and you must keep this information up to date for the duration of your account.
- Your account is personal to you and must not be shared, sold, or transferred.
- You must not create accounts using false information.
- You are responsible for maintaining the confidentiality and security of your account credentials and for all activity that occurs under your account. We recommend that you keep your login details secure and do not share them with any third party. Wingstop reserves the right to suspend and/or terminate your account without notice to you where we reasonably consider that you have breached these Terms & Conditions.

### 2.4 Account closure

- Members can choose to leave Wingstop Flavour Club at any time and close their account. You may request full account closure by clicking on the "Delete my account" button in the Profile section of Wingstop Flavour Club or contacting us by email at privacy-uk@wingstop.co.uk.
- If your Wingstop Flavour Club account is closed, whether by you or by Lemon Pepper Holdings Limited due to a breach of these Terms & Conditions, all Stamps, Boost Stamps, Badges, Reward Vouchers and Drops associated with your Flavour Club account will be forfeited immediately.

## 3. The Stamp Ladder — How You Earn

### 3.1 Earning Stamps

You will earn 1 Base Stamp for each Qualifying Transaction and Boost Stamps are awarded when you meet specified criteria. The following rules apply to Stamps:

- There is a maximum award of 1 Base Stamp per Qualifying Transaction.
- There is a maximum award of 1 Base Stamp per Member per day.
- A maximum of 1 Boost Stamp may be awarded (in addition to a Base Stamp) where certain criteria are met for the award of that Boost Stamp.
- There is a Maximum award of 1 Boost Stamp per Member per day.
- New Members will earn a 'welcome' Boost Stamp when they join Wingstop Flavour Club if they make a second qualifying Transaction within 30 days of the first transaction.
- Members will earn a 'squad order' Boost Stamp when they make a Squad Order (subject to the rules stated above of a maximum award of 1 Boost Stamp per Member per day).
- Stamps are awarded following confirmation of payment. Stamps may take up to 24 hours to appear in your Wallet.
- Boost Stamp campaigns may be time-limited and withdrawn or modified at any time. [Current active Boost Stamp campaigns, together with the applicable rules, will be displayed in the FAQs in the web app].
- Not all Members may receive the same Boost Stamp offers at the same time.
- Stamps have a 12-month expiry date. They will expire if not used after 12 months of the stamp transaction and cannot be re-instated.

### 3.2 Earning Channels

Stamps may be earned through the following channels:

| Channel | How to Earn | Notes |
|---|---|---|
| In UK restaurant | Show Wallet QR at point of sale for scanning, before payment is completed | |
| UK Click & Collect | Order while logged into your Wingstop Flavour Club account | |

| | | |
|---|---|---|
| UK Third-Party Delivery Partners (Deliveroo) | Order using the same member ID number linked to your Wingstop Flavour Club account on the delivery platform. | |

### 3.4 Missed Stamps

- If you transact in restaurant with a qualifying transaction before you have joined Wingstop flavour club you will be able to claim that stamp when you sign up to the programme.
- If you fail to scan your Wallet before paying for a Qualifying Transaction, you may claim your Stamp by completing a form in the profile section of the web app and claim your stamp within 7 days of the Qualifying Transaction.
- If you sign up to Flavour Club after your Qualifying Transaction, you may claim you Stamp within the sign-up journey by completing a form within 7 days of the Qualifying Transaction.
- Lemon Pepper Holdings Limited reserves the right to decline any retrospective Stamp claims we reasonably believe to be fraudulent or otherwise invalid or improper.

## 4. Reward Vouchers — What You Unlock

### 4.1 The Stamp Ladder milestones

Reward Vouchers are unlocked automatically when you reach the following milestones:

| Milestone | Reward | Key Rules |
|---|---|---|
| **4 Stamps** | Free Side (excludes loaded fries) | Redeemable from next order. Redeemable against the lowest qualifying side on receipt. No minimum order applies. |
| **8 Stamps** | 8pc Wings, 8pc boneless, 3pc Tenders, or Burger | Redeemable from next order. Redeemable against the lowest qualifying item on receipt No minimum orders applies.<br><br>Stamp cycle resets automatically to zero after 8 Stamp completion. |

### 4.2 Reward Voucher validity and expiry

- Each Reward Voucher is valid for 6 months from the date it is issued to your Wingstop Flavour Club account.
- Reward Vouchers have no cash value and cannot be transferred, sold, or exchanged.
- Vouchers that are not redeemed before their expiry date will be automatically removed from your Wallet and cannot be reinstated.
- Expired vouchers have no cash or transfer value and Lemon Pepper Holdings Limited is not liable for their loss.

### 4.3 How to redeem a Reward Voucher

Vouchers may be redeemed through the following channels:

- In-restaurant in UK: Show the Reward Voucher QR code in your Wallet to the cashier for scanning before payment is completed.

- Click & Collect across the UK: The voucher code must be entered by you at checkout on the Wingstop website or app. You must be logged into your Wingstop Flavour Club account to use the Reward Voucher.
- Reward Vouchers are not redeemable against orders placed via third party delivery partners.
- A Reward Voucher can only be used once. Once scanned or entered, it is immediately deactivated.
- Only one Reward Voucher can be used at any one time.
- Reward Vouchers cannot be combined with any other promotional discount, offer, or voucher (including but not limited to Blue Light Card or any partnership offer), unless explicitly stated otherwise.
- Lemon Pepper Holdings Limited reserves the right to refuse to honour a Reward Voucher that it reasonably suspects has been tampered with, duplicated, is invalid or fraudulently obtained.

### 4.4 What Reward Vouchers cannot be used on

- Delivery fees, platform surcharges, service charges, and tips.
- Gift cards or top-ups.
- Items listed as excluded from the programme at any time, as published on Wingstop Flavour Club.

## 5. Drops / Prize Draw — Surprises & Experiences

### 5.1 Drops

Drops are targeted benefits to active members of the Wingstop flavour club. Being a commercially active member for 90 days enables you to enter the monthly drop. Active customer must be aged 18 or over. The monthly drop could be an exclusive event, merch, brand experience or other.

The following rules apply to Drops:

- Drops are issued at Lemon Pepper Holdings Limited sole discretion.
- Drops are non-transferable and cannot be exchanged for cash.
- Drops cannot be combined with Reward Vouchers or other promotional offers unless the terms for the Drop specifies otherwise.
- The customer who is contacted by Lemon Pepper Holding Limited must reply within 5 days of receiving communication, or a new winner will be picked at random to receive that month's Drop.
- Wingstop reserves the right to withdraw, modify, or substitute any Drop at any time, including after it has been issued to a Member's Wallet, for any reason we consider appropriate. This may include (by way of example only) due to food and drink regulatory requirements or other legal requirements, stock availability, operational or technical issues or to prevent error, misuse or fraud.

### 5.2 Prize Draw (Welcome)

All new Members who complete registration receive entry into a prize draw, which is a prize draw or benefit pool available to all Members who sign up within a specified period. [Full terms are displayed on Wingstop Flavour Club FAQs page.]

## 6. Games and Badges

### 6.1 Games

Wingstop Flavour Club includes gamified mechanics that allow Members aged 18 years old to play. Game formats will be introduced, updated, and retired from time to time at Wingstop sole discretion. Details and terms of any active game, including how to participate, eligibility, and prizes available, [will be displayed within the games tab on Wingstop Flavour Club]

- Participation in games is free to Members who meet the eligibility criteria displayed for each game.
- Games are skill-independent unless specifically stated. Not all game plays result in a prize many are simply ranking on a leaderboard.
- Each Member may participate in a named game format a maximum number of times per day as specified for that game. Unused game invitations expire when a new invitation is triggered.
- If a member participates in some games, their first name provided upon sign-up may be displayed on leaderboards.
- If games result in prizes that take the form of food products they are subject to food and drink regulatory compliance and may vary depending on your location or the time of year.

### 6.2 Badges

Badges are awarded for non-transactional achievements and form part of your programme identity for members aged 18 years or older. They do not count toward the Stamp Ladder or any Reward Voucher. Badges have no monetary or transfer value. Wingstop may retire or replace Badges from time to time.

## 7. Flavour ID

Wingstop Flavour Club is built around flavour identity, not just purchase history. Your Flavour Signature is used to personalise how Wingstop Flavour Club and Wallet are presented to you.

- Your Flavour Signature may influence the appearance and content of the Wingstop Flavour Club web app and Wallet, including colours, branding and other visual elements, meaning your experience may differ from that of other Members.

- Wingstop may use your purchase data to update your Flavour Signature and tailor your Flavour Club experience. See Section 11 (Data & Privacy) below.

## 8. Birthday Reward

As a Wingstop Flavour Club Member, you are eligible to receive a Birthday Reward during your birthday month, subject to the following conditions:

- You must have provided your correct date of birth at registration.
- The Birthday Reward will be available to add to your Wallet from the Wingstop Flavour Club web app at the start of your birthday month.
- The Birthday Reward must be redeemed within your birthday month (i.e. it expires on the last day of the month in which your birthday falls).
- The nature of the Birthday Reward is determined by Wingstop from time to time. The details of the current Birthday Reward are available on Wingstop Flavour Club
- Only one Birthday Reward is available and redeemable per Member per year.
- The Birthday Reward is personal to the Member and cannot be sold or transferred.

# 9. Your Digital Wallet/Wingstop Flavour Club Web

## 9.1 What your Wallet contains

Your Digital Wallet is the home of your Flavour Club membership. It contains:

- Your unique Member ID and QR code for scanning in store.
- Your live Stamp balance, expiry and progress toward the next Reward milestone.
- All active Reward Vouchers, with their individual expiry dates displayed.
- Your Flavour Signature
- Links to the Wingstop Flavour Club web app for active drops, content, games, and account management.

## 9.2 Wallet delivery and access

- Your wallet pass can be added directly from the Wingstop Flavour Club web app and it will be sent to you via email to the email address you registered with.
- The Wallet pass is compatible with Apple Wallet and Google Wallet ; however compatibility may depend on your device, operating system and software. Wingstop is not responsible for any limitations or issues arising from device, operating system and software constraints (including those caused by unsupported and outdated operating systems and software).
- No separate app download is required to access your Wallet. You can access your account and manage preferences via the web app.
- Lemon Pepper Holdings Limited is not responsible for any loss of access to your Wallet or Flavour Club account resulting from the loss or theft of your device. If you replace your device, simply sign in to your Wingstop Flavour Club account and re add your Wallet pass to access your existing Stamps and Reward Vouchers. If you experience any issues, please contact flavourclub@wingstop.co.uk.

## 9.3 Wallet scanning for in Restaurant Visits

- You must show your Wallet QR code to the cashier for scanning (or you must scan it at a kiosk, where applicable) before payment is completed in order to earn a Stamp or redeem a Reward Voucher.
- Reward Voucher redemptions cannot be applied retrospectively after a transaction has been completed.

## 9.4 Wallet notifications

- You may receive push notifications via your Wallet when certain actions occur, such as but not limited to: a new Stamp is added; a Reward Voucher is issued or approaching expiry.
- Wallet push notifications are subject to your device settings. Lemon Pepper Holdings Limited is not responsible if you do not receive a notification because push notifications are disabled on your device.
- You can opt out of Wallet notifications at any time via your device Wallet settings.
- Any personal data processed in connection with Wallet notifications will be handled in accordance with applicable data protection laws and Lemon Pepper Holdings Limited Privacy Policy.

# 10. Data & Privacy

In order to operate the Wingstop Flavour Club, including managing your Flavour Club account, awarding Stamps, issuing Reward Vouchers and delivering Drops, Lemon Pepper Holdings Limited will process your personal data. This may include your registration information, transaction data, preference data and behavioural data.

Lemon Pepper Holdings Limited is the sole Data Controller of your Wingstop Flavour Club membership personal data.

We take your privacy seriously and are committed to handling your personal data responsibly and in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

For further information about how Wingstop processes your personal data, including Flavour Club membership data, and your rights under data protection laws, please see our Privacy Policy at **wingstop.co.uk/privacy**.

If you have any questions about how we handle your personal data, wish to make a complaint, or wish to exercise your rights under data protection laws, please contact us at **privacy-uk@wingstop.co.uk**

# 11. General Terms

## 11.1 Wingstop Flavour Club changes

- Lemon Pepper Holdings Limited reserves the right to modify, suspend, or terminate the Wingstop Flavour Club, or any element of it (including the Stamp Ladder, Reward Voucher structure, earning rates, expiry periods, and Drop mechanics) at any time.
- Lemon Pepper Holdings Limited also reserves the right to revise and update these Terms & Conditions from time to time and will publish the most recent version (including their effective date) in the web app within the member profile section. Such revisions will become effective and be binding on you and Lemon Pepper Holdings Limited on the specified effective date. If you no longer wish to be a Member upon any such change, you must close your account (see section 2.4 Account Closure for details).
- Where any such changes to Wingstop Flavour Club and/or the Terms & Conditions will materially affect an existing Members' accrued benefits, Lemon Pepper Holdings Limited will provide you at least 30 days' notice (via email and/or web notification), except where this is not possible because the changes are required immediately for legal or regulatory reasons.

## 11.2 Suspension and Termination of your account

- Lemon Pepper Holdings Limited monitors Wingstop Flavour Club accounts for unusual activity. Accounts suspected of fraud, abuse, or manipulation (including but not limited to: creating multiple accounts, gaming earning mechanics, altering Wallet passes, using counterfeit vouchers) will be suspended pending investigation and may be permanently closed.
- Lemon Pepper Holdings Limited reserves the right to remove Stamps, invalidate Reward Vouchers, and/or close or suspend accounts where it reasonably believes a breach of these Terms & Conditions has occurred. Lemon Pepper Holdings Limited decision on such matters is final.
- Anti abuse controls are built into the programme: daily earning caps, minimum time between earning transactions, and POS transaction spacing rules are all active. Transactions designed to artificially inflate Stamp balances will not be credited.

## 11.3 Liability

- Stamps, Reward Vouchers, Badges, and Drops have no monetary or transfer value and are not redeemable for cash.
- The Wingstop Flavour Club is provided on an as is basis and Wingstop does not guarantee uninterrupted or error free operation.
- Lemon Pepper Holdings Limited is not liable for any failure to award Stamps or issue Reward Vouchers due to technical failures, connectivity issues, or third party platform outages.
- Lemon Pepper Holdings total liability to each Member in connection with Wingstop Flavour Club and these Terms & Conditions is limited to the face value of any Reward Vouchers that were validly earned by the Member but not honoured due to Wingstop's default.
- Nothing in these Terms & Conditions excludes or limits Wingstop's liability for death or personal injury caused by its negligence, fraud, or any liability that cannot be excluded by law.

## 11.4 Governing law

These Terms & Conditions are governed by the laws of England and Wales. Nothing in these Terms & Conditions affects your statutory rights as a consumer.

If you live in Scotland, you may bring legal proceedings in the Scottish courts. If you live in Northern Ireland, you may bring legal proceedings in the Northern Irish courts. If you live in England or Wales, you may bring legal proceedings in the courts of England and Wales.

## 11.5 Contact us

For any queries, complaints, or requests relating to your Wingstop Flavour Club membership:

- Email: flavourclub@wingstop.co.uk

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Prepared by Wingstop