

## Vida e Caffè scoops top spot at Discovery Insure Partner Awards

Vida e Caffè took top honours at the Discovery Insure Partner Awards 2018 in Johannesburg recently, bagging the prize for Top Active Rewards Partner.



Vida has been in partnership with Discovery since the launch of the Active Rewards programme, and more than 77,000 cups of coffee were redeemed in the past year thanks to the rewards programme.

The coffee chain outperformed the competition in the Active Rewards category, cementing its position as members' first choice when it comes to rewarding themselves for making healthy choices. Member-based research and compliments were some of the measurement criteria in place for selecting this year's winner at the awards ceremony, now in its 5th year of existence.

"We have been partners with Discovery and Vitality since the inception of Active Rewards. We value the relationship with Discovery and our joint members and customers. We are grateful for the opportunity to reward members for healthy and safe lifestyles," explained Darren Levy, Vida e Caffè CEO.