

\$30 OFF X

Introducing the
New & Improved
Steaklover
Rewards Program

by [Stefanie McLeod](#) | Last updated Apr 12, 2024



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Now there's even more to love about our Steaklover Rewards loyalty program!

What is Steaklover Rewards?

At Omaha Steaks, we know the only thing better than enjoying our mouthwatering gourmet foods is getting rewarded for it! That's why we launched the Steaklover Rewards loyalty program back in 2014. With free "Base" and "Premium" memberships and a paid "Gold" membership (which launched in 2019), our original loyalty program allowed our customers to earn points on every purchase to redeem for free products, the opportunity to access an exclusive VIP shop, and more members-only benefits (plus FREE shipping and a gift with each purchase for our Gold members!).

Even though we were offering one of the best loyalty programs in the industry, we've never been one to settle when it comes to our customers' experience. So, we committed ourselves to giving you more of what you love – alongside brand-new perks – to elevate the Omaha Steaks experience to new heights. And who better to tell us what they like, love, and want than our current rewards members!



You Asked, We Listened!

Nothing means more to us than the 100% guaranteed satisfaction of our customers, so we knew exactly where to start our journey. We wanted to understand what we were already doing well (so we could keep doing it!) and where there were opportunities to do even more. Knowing how vital the improvement of our program was, we partnered with a consulting team that truly understood our brand and mission and conducted multiple rounds of customer surveys with our existing Steaklover Rewards members.

What Did They Have to Say?

"It's too hard to redeem rewards."
"I can't see a list of what items qualify for how many points."
"My account number is not visible."
"I can't find where to redeem my reward points for product."

And the wealth of information we gathered from these customer surveys – complemented by extensive research into our current program and others in the industry – armed us with the knowledge we needed to not simply improve, but completely redesign Steaklover Rewards into the best loyalty rewards program available!



Check Out What's New With Steaklover Rewards

We've enhanced the program offerings our members already loved and added new ones they were craving (with some extra surprises along the way) to bring you the all-new [Omaha Steaks Steaklover Rewards program](#)!

An Improved Member Experience

We wanted to make joining – and enjoying – the Steaklover Rewards program easier and more seamless than ever before. In addition to a complete rebranding of the program, we've also created an optimized homepage, improved the experience of redeeming rewards from your "cart," and added the ability to redeem rewards right from your homepage for next-level convenience.



A Beautifully Designed New Logo

"Love" isn't just a word – it's a feeling from the heart. And as fellow steak lovers, we wanted you to truly feel connected to our revamped loyalty program in a way you never have before. That's why we created this gorgeous new logo to illustrate the "love" in Steaklover Rewards.

The NEW Ability to Redeem Points for Dollars Off a Purchase

Steaklover Rewards members have long enjoyed the opportunity to redeem the points they earned on every purchase in exchange for delicious free products. But one of the most overwhelming pieces of feedback we received in our customer surveys confirmed that there was a very large demand for the option to apply your points to your purchase total for dollars off. So, with that in mind, we're now offering both options! Whether it's straight into your freezer or back into your wallet, Steaklover Rewards points will go exactly where YOU want them to!

Member Benefits	Member	Silver	Gold
Annual Membership Cost	FREE	FREE	\$39.99
First Purchase Bonus Points	2x points	2x points	2x points
Points Per Dollar Spent	1	1.5	2
Member Only Offers	✓	✓	✓
VIP Shop Access	✓	✓	✓
Exclusive Product Rewards		✓	✓
Free Shipping on \$79.99+			✓

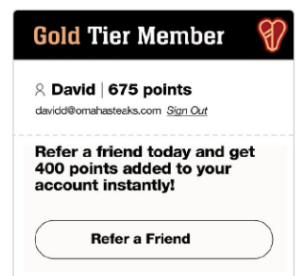
Convenient Dashboard Enhancements

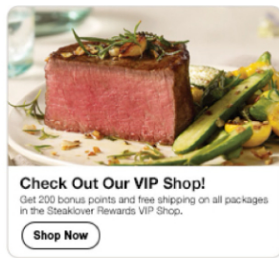
We've redesigned the Steaklover Rewards member dashboard with your needs in mind. Now you can quickly and easily locate your point balance, tier status, and a variety of other important account information all in one place.



New Tier Names

Say goodbye to "Base" and "Premium" and hello to "Member" and "Silver," respectively! While our paid "Gold" tier will remain, we've rebranded our two free tiers to better reflect our members' experience.





Exciting Member-Exclusive Offers

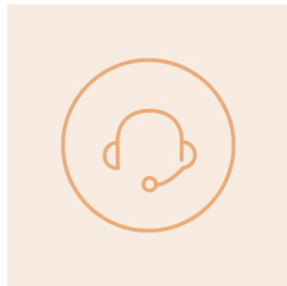
As an extra thank-you for being a loyal Omaha Steaks customer and Steaklover Rewards member, you'll have access to a variety of exclusive members-only offers, early access to sales events, extra savings, bonus points, and so much more!

Greater Point Status Visibility

Spend less time searching for your points and more time redeeming them! Now you can view your point status in a variety of places: your Steaklover Rewards dashboard, emails and text messages from us, the Omaha Steaks app, and even in our value-packed mailers.

675

Current
Point Balance



A Dedicated 1.800 Number

We're proud to deliver exceptional support to all our valuable customers, but we understand that Steaklover Rewards members may have additional support needs when it comes to navigating and making the most of our loyalty program. That's why we've created a dedicated 1.800 number that will route you directly to customer service agents who are specially trained in the program and able to serve you better than ever!

We're Just Getting Started

Since we're never satisfied with the status quo, we're committed to improving your Omaha Steaks experience at every opportunity, so be on the lookout for even more enhancements in the future.

And if you're not a current Steaklover Rewards member but want to get rewarded simply for enjoying the world-famous gourmet foods you crave, there's never been a better time to join and take advantage of all these exciting new developments – and future ones, too!



The New Steaklover Rewards is Here!

Enroll now and earn double the points on your first purchase!

Join Today!



Our Commitment to You

If you aren't satisfied with your purchase from Omaha Steaks, for any reason, we will replace your order or refund your money, whichever you prefer. We've upheld this family promise for five generations and counting.

Todd Simon
Fifth-Generation Family Owner



Sign Up & Save
Join the Omaha Steaks
Email & SMS list to save today.

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