



KENOTES

KENO NEWS FOR DELAWARE LOTTERY RETAILERS
VOL 1 ISSUE 6 JAN. 2016

Fox'spizzaDen

Succeeds with KENO

Deniss Klimins (pictured to the right with Lisa Welling, Manager) and Alex Buinovskis are partners in a fast-growing pizza business called Fox's Pizza Den in Millville and Selbyville, Delaware. Both locations offer great food and drink plus a great atmosphere for enjoying and watching sports games as well as good old-fashioned friendship.

Deniss and Alex inquired about having KENO and Sports Wagering in their locations to draw customers in, offering more for entertainment.

The Millville location is the only bar/restaurant in the area that offers KENO. It was a perfect fit for this location.

From the first week, their sales were averaging over \$1,000 per week. Now, they are averaging over \$2,800 per week. We would like to thank Lisa Welling, Restaurant Manager at the Millville location, for her participation. While interacting with her patrons, she invites them to play KENO. She offers to explain the game and explain how to play to those less familiar with KENO. Her enthusiasm has been key to their success. Fox's has enjoyed the continued success of the players and winners.

With this success, they decided to add KENO to their second location in Selbyville about three months later. This location is on track for the same success, now averaging \$1,000 per week and growing.

Great job by great people in these two outstanding locations!



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KENO
Fun. On the spot.

KENOTES

VOLUME 1 • ISSUE 6 • JANUARY 2016

**Fun is the key to KENO's growing popularity.
Happy Anniversary KENO!**

A MESSAGE FROM LOTTERY DIRECTOR VERNON KIRK



Dear Retailers,

Seems like only yesterday the Delaware Lottery launched KENO. That was January 22, 2013, and 76 retail locations ago. But response to this fun game among players was fast and frequent. By that first year's end, weekly ticket sales were averaging \$98,000. Fast-forward to this year, and KENO's winning ways keep growing. Today, 129 retailers are participating and average weekly sales have climbed more than 40% to \$141,000!

As we approach our third anniversary on January 22, 2016, we'd like to thank the players and participating retailers who have made our "KENO. Fun. On the spot." game such a success.

We'd also like to invite more retailers to get in on the game—and the earnings—with our Partner Play Wednesdays throughout the month of January. Your reward? For every \$10 KENO/KENO BONUS ticket sold on a single transaction, the terminal operator will receive a \$2 KENO Bonus 4 Spot ticket, free!

Who knows? Your KENO ticket might put you in the money too, just like your lucky customers!

KENO has a great future with the Delaware Lottery, and we have you to thank for it. So let's keep a good thing growing, drive new ticket sales, and help KENO make 2016 the Happiest New Year yet for you and your players.

Sincerely,

A handwritten signature in black ink that reads "Vernon Kirk". The signature is stylized and fluid.

Vernon Kirk, Director Delaware Lottery



KENO
Fun. On the spot.

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SPOTlight

We're putting the spotlight on KENO retailers who have successfully increased sales in their locations, and we're sharing how they did it with you to help increase YOUR sales!

General Store in Lewes (Angola), Delaware, deserves recognition. They made a commitment to be the best. And they are surpassing expectations. They did GREAT in October, ending the month with a \$2,100-per-week average. Then in November they almost DOUBLED that, with an average week in the \$4,120 range. UNBELIEVABLE! They have not stopped or slowed down. In fact, DECEMBER has already hit an \$8,700-per-week average.



Five Points Deli

Rohit Patel has two locations in Laurel, Delaware, where he carries a full line of Lottery products. He has been successfully selling KENO at his First Stop Location for about two years, averaging about \$1,700 per week.

Mid-November, Rohit added Five Points Deli, his second location in Laurel. They have been averaging well over \$4,800 a week. Rohit has provided seating and a play station for his customers to play KENO and watch the numbers pop up. His staff shares in the enthusiasm and invite customers to play. They caught on quickly, confidently introducing new players to KENO. Five Points has not only benefited with having KENO sales, but also has seen an increase in other Lottery product sales.



Key KENO Supporter

Lisa Welling, Restaurant Manager at Fox's Pizza Den in Millville has played a key role in KENO sales at Fox's Millville. Lisa is used to working at a fast pace and multitasking at all times, so "FUN. Every Four Minutes" was a perfect fit for her. As patrons waited for their orders, she introduced KENO, and when they won she exploded with excitement. This enthusiasm spread, and Fox's made record sales for a start-up location and continues to impress. Thank you, Lisa, for your spirit and your dedication.



TIPSforSelling

- Randomly offer a free ticket to your customers. Every 20th ticket would be a great promotion. The free ticket would pay for itself in commission earned. Try it...if only for a day. This will build loyalty with your customers.
- Increase signage outside and in. Build awareness.
- Ask us for a second-chance box. You can offer free lunch or candy or Lottery play for non-winning tickets drawn from the box weekly or monthly.
- If you have the ability...print a KENOTE message on your receipts: "Ask us how you can win," "PLAY KENO TODAY," etc.
- Don't forget to advertise KENO on your websites and post your winners.

TIP #1

Offer KENO to all of your customers. You could just make their day with a winning ticket, after all.

TIP #2

Use the KENO promotions to your advantage. Make sure your customers are aware of the benefits of taking advantage of the monthly promotions offered by the Delaware State Lottery.

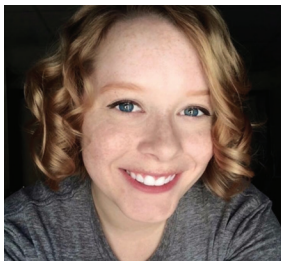
TIP #3

Make sure your staff knows the product. If they are confident in KENO (how to play and generate a ticket) they are more likely to offer it to customers. Contact the Lottery if you need to have a representative come out and train new staff or refresh the memories of current staff.

TIP #4

Run a contest for your staff. Whoever yields the most KENO plays gets out of cleaning windows for a week or an extended lunch break.

STAFFnotes



Welcome Lauren Broughton: SGI Field Representative—KENO. Lauren is an Associate Art graduate with diverse artistic abilities. Her background in Visual Marketing enables her to offer fresh ideas for marketing KENO. Her enthusiasm and energy are obvious in how she interacts and works with her retailers and their customers. As an experienced customer service representative and retail display designer, Lauren's goals are to effectively communicate and provide guidance to you. We look forward to her successes and encourage you to share your ideas and concerns with her.

RETAILERinformation

Top KENO Locations 10-Week Average

- | | |
|--------------------------------------|------------------------------------|
| 1. The Reef—Wilmington | 6. Delaware News Center—Wilmington |
| 2. Naaman's Beverage Mart—Wilmington | 7. USA Gas—Elsmere |
| 3. Books & Tobacco—Wilmington | 8. General Store—Lewes |
| 4. Tobacco Time—Bear | 9. One Stop—Milford |
| 5. Smyrna News & Tobacco—Smyrna | 10. First Stop—Laurel |

Welcome New Retailers

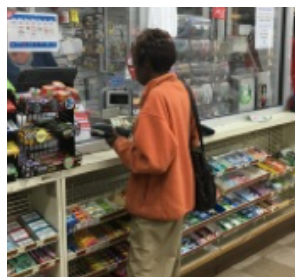
Pockets Discount Liquors, DuPont Hwy., New Castle

Five Points Deli, Seaford Road, Laurel

KENOparties



Christiana Pub:
Waiting for the wheel



Country Farm—Miller Road: Buying her first
KENO Ticket ever—and **SHE WON \$75!**



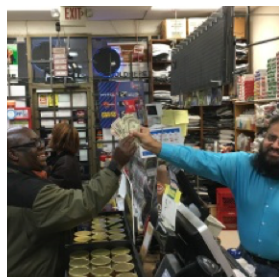
Super Soda Stein Hwy.



Super Soda Stein Hwy.:
Waiting for 2 more numbers



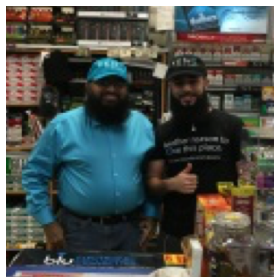
Tobacco Express



Tobacco Store, Bear:
He PLAYED & HE WON
\$112!



These guys...



Retailers with STYLE!



LOTS of LUCK spinning at
Delaware Cigarette & Tobacco, Bear



Mike's Food Market, Dover:
So much fun! Such great customers!

During the winter months when business seems to drop off...why not host a KENO Party? Hosting a KENO Party will entice people to come out to your location for fun and prizes and the chance to win money. While at your event, KENO Party customers may also make more impulse purchases from your business. Big win for you! And...they will feel great about the fun they have had at your location and talk about it.

Help get rid of the winter blues! Schedule a KENO Party with your KENO Rep today.

UPCOMING KENO PARTIES:

Naaman's Beverage—Wilmington January 15 | 3:00 PM – 5:00 PM

Dover Downs Gazebo Bar—Dover January 16 | 6:00 PM – 8:00 PM

Pockets Discount Liquors—New Castle January 20 | 3:00 PM – 5:00 PM

Elsmere Liquors—Elsmere January 21 | 4:00 PM – 6:00 PM

Five Points Deli—Laurel January 22 | 4:00 PM – 6:00 PM

R & R Grill—Laurel January 28 | 5:00 PM – 7:00 PM

The Reef—Wilmington January 29 | 5:00 PM – 7:00 PM

Smyrna News—Smyrna February 5 | 5:00 PM – 7:00 PM

Royal Farms—Bridgeville February 17 | 11:00 AM – 1:00 PM

PROMOTIONSandWINNERS

Keno Consumer Promotions

JANUARY—Buy More Get More Mondays

- Buy any 20 Consecutive Draw Keno/Keno Bonus Tickets and get \$5 off.
- Buy any 10 Consecutive Draw Keno/Keno Bonus Tickets and get \$3 off.
- Buy any 5 Consecutive Draw Keno/Keno Bonus Tickets and get \$2 off. (single-ticket purchase only).

FEBRUARY—Keno Sprinkler Tuesdays

For a limited time, you have a chance to double your winnings each Tuesday in February with Keno Sprinkler.

MARCH—Second Chance Wednesdays

Win 1 of 5 \$100 Visa Gift Cards—On Wednesdays in March, every 5th Keno/Keno Bonus ticket statewide will generate an entry form for a chance to win.

Keno Retailer Promotions

JANUARY—Partner Play Wednesdays

For every \$10 Keno/Keno Bonus ticket sold on a single transaction, the terminal operator will receive a \$2 Keno Bonus 4 spot ticket free.

FEBRUARY—Sweetheart Promo is Back

Win 1 of 15 \$50 restaurant gift cards—February 1–5 every 10th Keno/Keno Bonus ticket statewide will generate an entry form for a chance to win.

MARCH—Partner Play Mondays

For every \$5 Keno/Keno Bonus ticket sold on a single transaction the terminal operator will receive a \$1 Keno 4 spot ticket free.

Retailer winners of the December 2015 Holiday Promotion

Gaumin Patel—Claymont News and Gifts

Koki Amin—Books & News

Nitin Amin—Books & News

Brian Muldoun—Books & Tobacco

Cathy Walls—Books & Tobacco

Pankaj Patel—Stop & Shop Subway

Sahil Sharma—Boxwood Books & News

Elsie Reyes—Jack's Country Maid

Willis Proctor—Tobacco Time

Mark Steele—Tobacco Time

Joe Potter—Tobacco Time

Louis Montanez—Naaman's Beverage

Leo Mozzoni—Naaman's Beverage

Talal Khan—State Line Cigarette Outlet

Robin Sharma—Tobacco City

Dianz Parikh—One Stop—Milford

Paresh Parikh—One Stop—Milford

Brandi White—General Store

Ashley Walters—General Store

Sheila Carrent—Five Points Deli

KB Patel—Five Points Deli

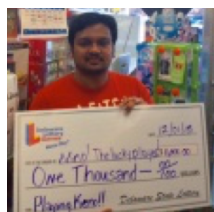
Arblee Hunt—Five Points Deli

Jack Patel—Five Points Deli

Nicholas Caporcage—Bodie's Market #1

Bhavisha Patel—Mike's Food Mart

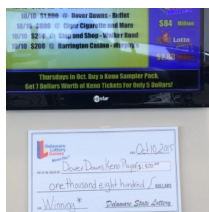
Player Winners



Books & News
Newark has had LUCK



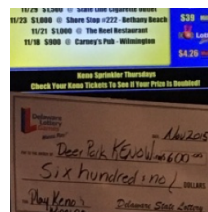
Books & News
AGAIN!



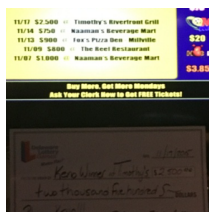
Dover Downs:
\$1,800



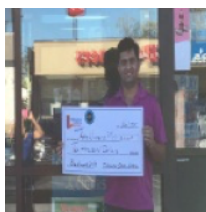
McGlynn's: \$6,000



Deer Park, Newark:
\$600



Timothy's on the Riverfront:
\$2,500



24/7: THE BIGGEST winner this quarter!
\$10,000 8 Spot Keno Winner

KNOW your important Hotline/Contact info

Hotline Number: 800.233.7014

MARKETING STAFF CONTACT INFO

DON CAHALL

Keno Supervisor
302.270.9343

TERESA A. QUEEN

Statewide
State Lottery Field Representative
Phone: 302.744.1604
Mobile: 302.339.5425

ED COX

New Castle County
SGI Keno Representative
646.574.8515

LAUREN BROUGHTON

Kent County
SGI Keno Representative
646.574.8505 Mobile

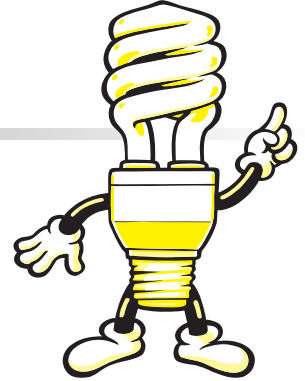
CHRIS KUNZWEILER

Sussex County
SGI Keno Representative
646.574.8549

BRIGHTideas

Email us your ideas

Our retailers are always coming up with great new ideas to promote or improve Delaware Lottery games. Now there's one place to submit them—our new online Suggestion Box. We'll look at all of the ideas, pick the best one, send a Lottery field rep to interview the person who came up with it and do a Bright Ideas feature story that expands on it. Each future edition of *Kenotes* will feature an idea. Maybe we'll publish yours! Send us your comments or suggestions, as many and as often as you'd like, to: MSMwebmail.lottery@state.de.us.



IMPORTANTreminders

Ticket Stock—Ticket stock should only be used in the store where it was delivered. It CANNOT be shared—even if you own other locations.

Cancelling Tickets—Keno tickets may be cancelled prior to the next draw.

Bet Limit Warning—Keno will display a BET LIMIT WARNING. The default for the BET LIMIT WARNING is a \$25 sell.

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THE DELAWARE LOTTERY

McKee Business Park
1575 McKee Road, Suite 102
Dover, DE 19904-1903
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Fun. On the spot.

