

KENOTES

KENO® NEWS FOR DELAWARE LOTTERY RETAILERS

VOL 1 ISSUE 10 FEBRUARY 2017



INSIDE THIS ISSUE

2 SPOTLIGHT | **3** SELLING TIPS!

4 KENO® PROMOTIONS

5 KENO® PARTIES | **6** KENO® WINNERS

7 IMPORTANT KENO® CONTACT INFORMATION

KENO
Fun. On the spot.

SPOTLIGHT

Avenue Wine & Spirits—Wilmington



Avenue Wine & Spirits has only been selling KENO® for approximately three and a half months. But in that short time, they have risen right to the top of the leaderboard in KENO® sales.

Cindy's location has always had strong Lottery sales due to great customer service. The willingness to go that extra mile for her customers is crucial to her success. Because of her efforts, Cindy continues to gain loyal customers who enjoy coming to her location to play KENO® as well as all other Lottery games.

Thanks, Cindy, for a job well done.

Stanley's Tavern—Wilmington



2016 was a fantastic year for Steve Torpey, the owner of Stanley's Tavern in Wilmington. He saw his KENO® sales increase 49 percent over 2015. Steve has made promoting KENO® at his establishment a high priority. In the past year, he has added KENO® drawings to several of his own TVs, placed more point-of-sale materials in his bar area and made sure all staff members were trained to sell the product. The increased visibility certainly paid off!

Congrats, Steve, on a job well done!

Welcome, New Retailers

Jay's Liquors—Wilmington	Ridge Liquors—Claymont
Clayton Liquors—Wilmington	Eastside Package—Dover
Uncle Willie's—Lewes	Avenue Wine & Spirits—Wilmington
Market Place—Milford	Hank's House of Liquors—New Castle
Back Bay Tobacco—Millsboro	Ho Ho Mart—Wilmington
Hazzard's Savannah Shop—Lewes	Shore Stop #255 Greentree—Dover
Fenwick Island Goose Creek—Fenwick	Beer Wine Liquor—Magnolia
Shore Stop #263—Middletown	

Selling Tips!



Continue to ask for the sale. Always be willing to offer a chance for your customers to purchase a KENO® ticket.



Offer customers a free play of KENO®. Let them experience playing the game. They just might win, and you will have sparked their interest in the game.



Conduct in-store promotions. Provide incentives for customers to play KENO®. (Example: Buy \$5 of KENO®, receive a \$1 KENO® ticket free.)



You can even cross-sell other Lottery products. (Example: Buy \$10 of KENO®, receive a \$2 POWERBALL® ticket free.)

KENO® PLAYER PERSPECTIVE

Larry and Donna—McGlynn's Peoples Plaza

Larry, who works at an auto body shop, and Donna, a hairdresser, go out to McGlynn's Peoples Plaza every Thursday for date night. They usually sit at the bar to grab a bite to eat and have small talk. Recently they "discovered KENO®" and they love it. Larry says, "Now our night out seems more like an event—we even order an appetizer so we can stick around and play more draws." The staff encourages others to play and that really makes it a fun atmosphere. Donna says, "We play my lucky numbers on every draw and last week we won \$150. It paid for our entire night."

Tony—Tobacco Time

Tony works right around the corner and stops into Tobacco Time every weekday for lunch. "I have an hour for lunch and I don't usually eat so I always go into the store to grab a snack and then I usually just walk around until my hour is up." Lately, Tony has been staying in the store and playing KENO®. "It's great and now I wish I had a longer lunch! I even buy a continuation ticket when I leave, then head back after work to see if I won while I was gone."

TOP KENO® LOCATION

Cigar Cigarette & More

The owner Mike from this location has once again driven his KENO® sales back up to the number one spot for a four-week average. Mike was away overseas for a few months to visit his family. In his absence, KENO® sales had fallen off. Upon his return, within two weeks his sales had not only returned but also increased. This is a great example of Mike's drive and commitment to sell Lottery and how his presence at his location means everything to his customers.

KENO PROMOTIONS

FRIDAY, MARCH 10 & 17
12 noon to 2 p.m.

FRIDAY, MARCH 24 & 31
5 p.m. to 7 p.m.

Purchase \$2 or more of KENO® on a single ticket and receive a free \$1 KENO® 4-spot for the next available draw.



APRIL 5, 12, 19 & 26

Buy any \$20 KENO®/KENO® Bonus Ticket and get a FREE \$7 3-spot ticket.

Buy any \$10 KENO®/KENO® Bonus Ticket and get a FREE \$3 3-spot ticket.

Buy any \$5 KENO®/KENO® Bonus Ticket and get a FREE \$1 3-spot ticket.



MAY 1-12

Win 1 of 20 \$50 restaurant gift cards.

Every 10th KENO®/Bonus ticket sold statewide will generate an entry form for the drawing.

Entries due by May 19.
Drawing: Week of May 22



JUNE 2 & 16

12 noon to 2 p.m.

JUNE 9, 23 & 30
5 p.m. to 7 p.m.

Purchase \$2 or more of KENO® on a single ticket and receive a free \$1 KENO® 3-spot for the next available draw.

KENO PARTIES



Upcoming KENO® Events:

Hylton's Market —Camden	MARCH 3	3:00 p.m. (KENO® Party)
Beer Wine Liquor —Magnolia	MARCH 10	4:00 p.m. (KENO® Party)
Uncle Willie's —Lewes	MARCH 15	Noon (KENO® Party)
Back Bay Tobacco —Long Neck	MARCH 16	11:00 a.m. (KENO® Party)
Hank's House of Liquors —New Castle	MARCH 24	11:00 a.m. (KENO® Party)

RETAILER WINNERS

November \$50 Gift Card Recipients

Cathy Walls—Books & Tobacco
 Andrew Mellon—Tobacco Time
 Kajal Kapuria—Uncle Willie's
 Talal Khan—Stateline Cigarette
 Taylor Cerminaro—Tobacco Time
 Mary Ann Hicks—Daily Market
 Rodney Reynolds—Daily Market
 Pete Upadhyay—Fairfield News
 Susan Barto—Daily Market
 Matt Muldoon—Books & Tobacco
 Gary Patel—Claymont News
 Dinesh Kuman—Dash In Christiana

Shradha Patel—Stop & Shop Subway
 Jignisha Patel—New Castle Shell
 Brad Alwood—Daily Market
 Muhammad Shailid—Stateline Cigarette
 Poiti Shah—Milford Cigarette Outlet
 Vijay Fernandes—One Stop Dover
 Sahil Sharma—Boxwood Books & News
 Joe Potter—Tobacco Time
 Donal Wilson—Naamans Beverage
 Mark Steele—Tobacco Time
 Jerry Foster—Airport News & Tobacco
 LaToya Ward—Royal Farms

Vijay Fernandes



Shradha Patel



Taylor Cerminaro



Muhammad Shailid
& Talal Khan



Brad Alwood, Susan Barto
& Josh Betts



Sahil Sharma



Gary Patel



TOP KENO® LOCATIONS

10-Week Average

- 1 Avenue Wine & Spirits
- 2 Tobacco Time
- 3 Naamans Beverage
- 4 Books & Tobacco
- 5 Mike's Food Mart
- 6 Cigar Cigarette & More
- 7 Daily Market
- 8 Stanley's Tavern
- 9 Ridge Liquors
- 10 Smitty McGees

LUCKY PLAYER WINNERS



Boxwood
Books & News



Chestnut
Liquors



Daily
Market



Green
Turtle



Mike's
Food Mart



Mike's
Food Mart



Mike's
Food Mart



Suburban
Tobacco



Tobacco
Express

INFORMATION

Know Your Important Hotline/Contact Info

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
 Mobile: 646.574.8505

CHRIS KUNZWEILER
 Sussex County
 SGI KENO®
 Representative
 646.574.8549



HOTLINE NUMBER:
 800.233.7014

Staff Notes

IMPORTANT REMINDER!!!

If you receive a ticket that is over your cashing limit, **please** remember to return the **ticket** and the **receipt** to the player. The player **must** have the **ticket** for a claim.

Suggestion Form



We have received several great ideas that we are going to try and roll out over the next year. Keep the ideas coming in. Your KENO® team is working diligently to review your ideas and

bring them to fruition. Engage KENO® reps when they come to your locations. They can help build your KENO® business.

Send us your comments or suggestions —as many as you like and as often as they come to you—here:
MSMwebmail.lottery@state.de.us.

KENOTES

Fun. On the spot.



THE DELAWARE LOTTERY
McKee Business Park
1575 McKee Rd., Suite 102
Dover, DE 19904-1903
25-07-001