

KENOTES

KENO® NEWS FOR DELAWARE LOTTERY RETAILERS

VOL 1 ISSUE 11 JUNE 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

One Stop—Milford



One Stop—Milford continues to have strong KENO® sales. Perry and Dee are always attentive to their KENO® customers. They have several regular customers who play multiple-draw games for KENO®, to whom they sometimes offer free drinks or coffee to show their appreciation for their business.



Perry and Dee also let their customers know about other news regarding new Instant Games tickets and other Lottery promotions that may be running.

Again, we would like to thank Perry and Dee for being a prime example of a great Lottery Retailer—always willing to go that extra step in providing great customer service in all that they do.

Stockley Tavern—Georgetown



Stockley Tavern in Georgetown is one of our newest Retailers. Since they opened they have continually increased sales on a weekly basis. The staff is friendly and eager to show their customers how to play KENO®.

We conducted a KENO® party here back in March, and it was a huge success. Customers and staff had a great time with free KENO® play, spinning the Prize Wheel for a chance to win other goodies from the Lottery as well.

Stockley Tavern has a great local following, and with the excellent staff and great atmosphere it will surely become one of our top KENO® locations.

Welcome, New Retailers

Country Corners #7—Milford

Country Corners #8—Milford

The Swell Tiki Bar & Grill—Rehoboth

Stockley Tavern—Georgetown

Marydel Liquor & Tobacco—Marydel

Beef It Up Sandwiches—Bear

Levans Liquors—Wilmington

Uncle Sams Market—Magnolia

Selling Tips!



Try new creative uses of space in your store or location to display as much information about KENO® as possible.



Let your customers know you are attentive to their needs and purchase by producing their tickets in a quick and friendly manner.



As always remember to **ASK FOR THE SALE!**

TOP KENO® LOCATION

TOBACCO TIME

Once again, Tobacco Time leads the way for overall increase in sales. Attention to detail and toward their KENO® customers, as well as other Lottery customers, has put them at the top of the list.

KENO PROMOTIONS

JUNE TGIF Happy Hour Promotion

JUNE 2 & 16
Noon to 2 p.m.

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

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



JULY RETAILER

Win 1 of 20 DE State Fair/Beach Prize Packs

(\$50 value – includes two State Fair entry passes).

Second-prize winners – 1 of 10 pairs of Blue Rocks ticket vouchers

Every 10th KENO®/KENO® Bonus ticket sold statewide from July 1–10 will produce an entry form.

Entries due by July 14th—
Drawing July 18th

AUGUST CONSUMER

Summertime Sampler Tuesdays
August 1, 8, 15, 22, 29
\$7 for \$5

Sampler includes:

\$2 KENO® Bonus 2-spot

\$2 KENO® Bonus 4-spot

\$2 KENO® Bonus 7-spot

\$1 KENO® 10-spot

SEPTEMBER CONSUMER

Limited Time
September 11, 18, 25

Sprinkler Mondays

A Chance to DOUBLE your winnings in September

KENO PARTIES



Upcoming KENO® Events:

Timothy's On The Riverfront—Wilmington.....	THURSDAY, MAY 18.....	5:00 p.m. (KENO® Party)
Marydel Liquor & Tobacco—Marydel	FRIDAY, MAY 19	3:00 p.m. (KENO® Party)
Airport News & Tobacco—New Castle	THURSDAY, MAY 25.....	4:00 p.m. (KENO® Party)
Royal Farms #99—Newark	FRIDAY, MAY 26	7:30 a.m. (KENO® Party)
Stateline Cigarette Outlet—New Castle.....	THURSDAY, JUNE 1	11:00 a.m. (KENO® Party)
Stop & Shop—White Oak Rd., Dover	FRIDAY, JUNE 2	4:00 p.m. (KENO® Party)
Uncle Willie's—Lewes	FRIDAY, JUNE 9	4:00 p.m. (KENO® Party)
June Jam—Houston.....	SATURDAY, JUNE 10	9:00 a.m to 6:00p.m.
Levan's Liquors—Wilmington	WEDNESDAY, JUNE 14	12:00 p.m (KENO® Party)
St Anthony's Italian Festival—Wilmington.....	THURSDAY, FRIDAY, SATURDAY, JUNE 15—17	
Sunoco A+—Claymont	WEDNESDAY, JUNE 21	12:00 p.m (KENO® Party)
Ridge Liquors—Wilmington	FRIDAY, JUNE 23	5:00 p.m

RETAILER WINNERS
February \$50 Gift-Card Recipients

Tricia Holland—Fenwick Island Goose Creek
Sumaya Alikhan—Skyway One
Gary Patel—Claymont News & Gifts
Joe Potter—Tobacco Time
Josh Betts—Daily Market
Taimoor Alvi—BP—Bridgeville
Paresh Parikh—One Stop
Paul Cunningham—Daily Market
Vijay Fernandez—One Stop
Tim Wallace—Daily Market

Buddy Lee—Fairfax News Stand
Shilyha Sharma—Boxwood Books, News & Tobacco
Ben Berk—Brookside Package
Nancy Hayes—Tobacco Time
David Halim—Ho Ho Mart
Sahil Sharma—Boxwood Books, News & Tobacco
David Rahn—Brookside Package
Mark Steele—Tobacco Time
Brad Alwood—Daily Market
Candice Marsh—Books & Tobacco

Gary Patel



David Halim



Sahil Sharma



Vijay Fernandez



Tim Wallace and Paul Cunningham

Mark Steel



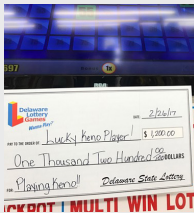
Ben Berk



TOP 10
TOP KENO®
LOCATIONS
10-Week Average

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

LUCKY PLAYER WINNERS



Bodie's
Dairy Market
\$1,200



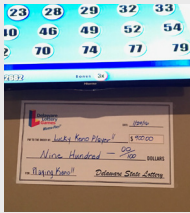
Christiana
Pub
\$900



Cigar
Cigarette
\$6,000



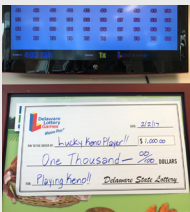
Gazebo Bar at
Dover Downs
\$1,200



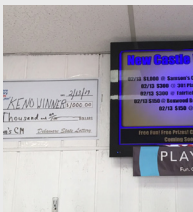
Foxes
Pizza Den
\$900



Royal Farms—
Oak Orchard
\$1,000



Royal Farms—
Oak Orchard
\$1,000



Samson's
Country Maid
\$1,000



Tobacco
City
\$1,250

INFORMATION

Know Your Important
Hotline/Contact Info

Marketing Staff Contact Info

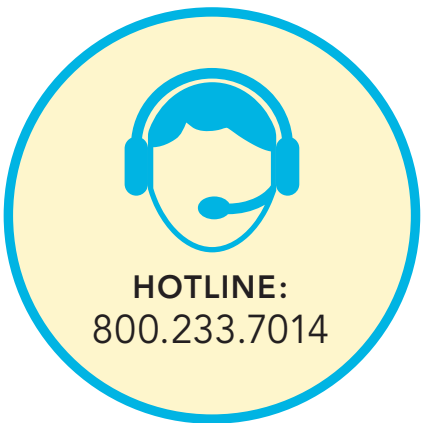
DON CAHALL
KENO® Supervisor
302.270.9343

ED COX
New Castle County
SGI KENO®
Representative
646.574.8515

LAUREN BROUGHTON
Kent County
SGI KENO®
Representative
646.574.8505

LEA PRANDESKI
Statewide
State Lottery Field
Representative
302.744.1604
302.339.5425 (mobile)

CHRIS KUNZWEILER
Sussex County
SGI KENO®
Representative
646.574.8549



HOTLINE:
800.233.7014

Reminders

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.

Also, if you do not receive your monthly promo poster, please let your rep know.

Suggestion Form



We have received several great ideas that we will try to 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 would like and as often as they come to you—at:
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