

# KENOTES

**KENO NEWS FOR DELAWARE LOTTERY RETAILERS**

**VOL 1 ISSUE 12 DECEMBER 2017**



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**KENO**  
Fun. On the spot.

# SPOTLIGHT

## Royal Farms #117



Barbara Habicht, a clerk at Royal Farms in Hartly, Delaware, had a customer stop in on Oct. 6 while visiting from Georgia. Not familiar with the Delaware Lottery's KENO game, the man decided to purchase a ticket after Barbara explained to him how it worked, enticing him with the game's "bonus" component.

What happened next is one of the many reasons why Barbara loves her job, where she's been for more than a decade. "He won \$900!" Barbara said. She was almost as excited as the man was, who told her how happy he was that he decided to play.

## Christiana Dash In



Christiana Dash In (New Castle) sales began steadily rising throughout the summer and into the fall, and have really picked up in the last few weeks.

Jolly Patel said that sales began to double each week starting in late June, and that they've continued to increase each week since. She attributed the success to her staff's teamwork.

Also providing a nice clean place to watch and play KENO, she's made this location a go-to place for all Lottery products.

Congratulations, Jolly and the team at Christiana Dash In, and thank you for all your efforts!

## Welcome, New Retailers

**The Country Cupboard**—Felton

**Royal Farms #226**—Rehoboth

**Uncle Willie's**—Blades

**Shore Star Store**—Millsboro

**Dover Express**—Dover

**Country Farm**—Dover

**Appleby Road Shell**—Christiana

**Basin Road Gulf**—New Castle

**Lewes Wine & Spirits**—Lewes

**Millsboro Discount Liquors**—Millsboro

**Village Cigarette Outlet**—Newark

# Selling Tips!



Make sure that KENO signage is neat and visible on the inside, as well as the outside, of your business.



Display pictures of your winning KENO customers (with their permission, of course).



Provide an area in your Retail location where KENO customers can sit down and play the game. Many KENO players like to play multiple draws, and this gives them a place to relax and watch their drawings take place.



Have all your staff well-trained in selling KENO. If you need assistance with training, please let your Lottery rep know—they're here to help!

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## TOP KENO LOCATION

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### TOBACCO TIME

Tobacco Time again tops overall sales. Even with the start of the Sports Lottery betting season, it's continued to see rising KENO sales—showing once again what it takes to be a strong leader in Lottery sales.



# CELEBRATIOOOOON!

CHEERS TO 5 YEARS OF FUN ON THE SPOT

KENO is turning 5 in January 2018  
so get ready to celebrate!



# KENO PARTIES



## Upcoming KENO Events:

Uncle Willie's—Felton.....	WEDNESDAY, DEC. 13 .....	5 p.m. (KENO Party)
Cigar Cigarette & More—Smyrna .....	FRIDAY, DEC. 15 .....	3 p.m. (KENO Party)
Concord Pike Gulf—Wilmington .....	FRIDAY, JAN. 12.....	3 p.m. (KENO Party)
Buyrite Liquors—New Castle .....	THURSDAY, JAN. 18 .....	5 p.m. (KENO Party)



# RETAILER WINNERS

## First Prize

(One of 20 at the Delaware State Fair; Beach Prize Packs worth \$50)

**Gabrielle Palmer**—Books & Tobacco  
**Tony Gagliardino**—Brookside Liquors  
**Tara Jezyk**—Books & Tobacco  
**Dee Parkin**—One Stop—Milford  
**Tony Machotrp**—Uncle Willie's—Lewes  
**Brian Muldoon**—Books & Tobacco  
**Hally Bush**—Airport News  
**Viney Patel**—Food Mart  
**Jessica Kuleszo**—Airport News  
**Dharel Patel**—Food Mart

**Smita Patel**—Boxwood Books News & Tobacco  
**Kinni Patel**—Claymont News  
**Vay Sch**—Boxwood Books & Tobacco  
**Leila Thomas**—Delaware Cigarette & Tobacco  
**Saraj Patel**—Quick Mart  
**Jake Siranides**—Daily Market  
**Paresh Parikh**—One Stop—Milford  
**Linda Wardrup**—Savannah Shop  
**Dinesh Kumar**—Dash In—Christiana  
**George Ganat**—Naaman's Beverage Mart

Brienna Pavlik



Harry Patel



Leo Mazzoni



Perry Parikh



Tony Gagliardino



## Second Prize

(One of 10 sets of Blue Rocks tickets)

**Leo Mazzoni**—Naaman's Beverage Mart  
**Janice Sorde**—Naaman's Beverage Mart  
**Saueta Patel**—Eastside Package Store  
**Jack Patel**—Quick Mart  
**Frank Carter**—Daily Market  
**Hemang Patel**—Stop & Shop  
**Nil Patel**—Samson's Country Maid  
**Kelly Funlow**—Uncle Willie's—Lewes  
**Pnuim Patel**—Super Soda Center  
**Brienna Pavik**—Savannah's Deli & Grille

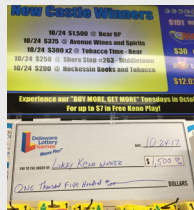


## TOP KENO LOCATIONS

10-Week Average

- 1 Tobacco Time
- 2 Naaman's Beverage Mart
- 3 Smitty McGee's
- 4 Books & Tobacco
- 5 Stanley's Tavern
- 6 Boxwood Books News & Tobacco
- 7 Fox's Pizza Den
- 8 Famous Tom's Tavern
- 9 Harpoon Hanna's
- 10 Daily Market

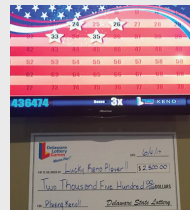
## LUCKY PLAYER WINNERS



**Bear BP**  
**\$1,500**



**Fox's Pizza Den—Millville**  
**\$900**



**Fox's Pizza—Selbyville**  
**\$2,500**



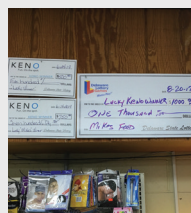
**Hi-Way Inn**  
**\$3,000**



**Sunoco A-Plus**  
**\$2,000**



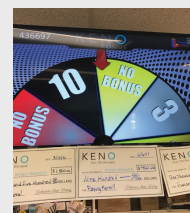
**McGlynns—People's Plaza**  
**\$9,000**



**Mike's Food Mart**  
**\$1,000**



**Nicola Pizza**  
**\$12,500**



**One Stop—Milford**  
**\$900**



**Pockets Liquor**  
**\$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 (mobile)

**LEA PRANDESKI**

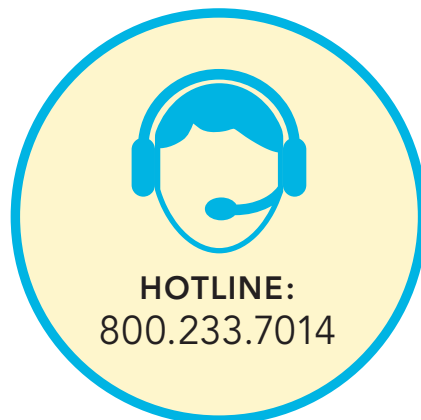
*Statewide  
State Lottery Field  
Representative*

302.744.1604

302.339.5425 (mobile)

**CHRIS KUNZWEILER**

*Sussex County  
SGI KENO Representative*  
646.574.8549



## 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 reps know. Please report any malfunctions of your monitor or equipment ASAP.

## Suggestion Form



We are always looking for suggestions on how we can improve KENO. Please share any ideas you have (promotions, POS, etc.) with your reps.



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](mailto:MSMwebmail.lottery@state.de.us).

# KENOTES

Fun. On the spot.



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