

Ticket Talk



IN THIS ISSUE:

2

Top Quarter
Million Retailers

3

Retailer Spotlight

4

Retailer Promotion

6

Selling Tips

7

Mills Brothers

8

Spring Summer Events

9

Big Winners

Top 10 Quarter Million Large-Selling Retailers Recognized

In February 2016, an exciting new price point was introduced to Lottery Retailers and players. It was our \$25 Instant Ticket—Quarter Million Large—and it was hugely successful from day one.

With this month's cover of *Ticket Talk*, the Delaware Lottery would like to give a big "SHOUT OUT" to the top 10 Retailers that had the highest sales in the state with this \$25 Instant Ticket.



Airport News & Tobacco



Books and Tobacco, Inc.



BP-Pep-Up Gas Station



De-Lux Dairy Market



Quarter Million Large

(continued from page 1)



Daily Market



General Store



Stop & Shop-Dewey



Tobacco Time



Uncle Willie's-Lewes



Uncle Willie's-Woodside

These retailers grasped on to this ticket and took their sales to newer and loftier heights, whether it was with:

- Multiple facings
- Extra POS
- New ways of using POS
- Talking the ticket up at every turn
- Holding their own in-store promotions

THESE RETAILERS GOT IT DONE!

We thank them for their efforts and achievements.

If you would like to work at becoming a top 10 Instant Ticket Retailer in the state, contact your Delaware Lottery state rep or SGI field rep for ideas.

Retailer Spotlight



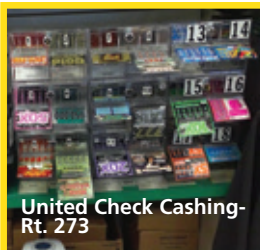
SHORE STOP #287– BEAR CREEK

On Friday, March 10, the Shore Stop's Bear Creek location in New Castle celebrated a Grand Reopening/Customer Appreciation Day. With lots of giveaways and specials going on in and around the store, the Delaware Lottery was asked by Store District Manager Michelle Emory and the Shore Stop Corporation to join in on the celebration. For every \$5 Lottery purchase, customers were given the opportunity to spin our prize wheel. Customers had a chance to win one of several prizes, including free Lottery tickets. This location had recently added Keno® to the list of Lottery products they sell. As a way to educate new players on the game, we offered customers free tickets. With Keno® drawings going off every 4 minutes, the excitement was high! This Shore Stop location does a great job promoting the Lottery, and we have no doubt they will do the same with Keno®.



Shore Stop has been a big part of the Delaware Lottery for over 25 years. Starting with only a few stores selling Lottery games, it has grown to having 38 locations in Delaware alone. With over \$11 million in Lottery sales last year, they are obviously doing things right. From the beginning, the Shore Stop Corporation has been very pro-Lottery. They are always willing to work with the Lottery staff to come up with unique ways to promote all Lottery products. In having a chance to work with most of the district managers, we have found them to be very receptive to thoughts and ideas given to them by the Lottery marketing team to increase sales. When you walk into any Shore Stop location, our Lottery footprint is highly visible. Each location has a designated play area stocked with play slips, pencils, scratchers for Instant Tickets and promotional flyers. Managers make sure the staff at every location is well-trained and knowledgeable about all Lottery products. Whenever a new employee is hired, the managers schedule a free in-store Lottery training. When our trainer arrives at the store, management makes sure there is additional staff working so the trainee is able to learn, uninterrupted. Employees quickly learn the names and habits of all of their customers. Making the customer feel special is just one of the many things that Shore Stop employees do to make each location successful.

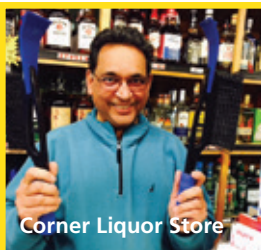




United Check Cashing-
Rt. 273



Milford Plaza
Cigarette Outlet



Corner Liquor Store



Uncle Willie's-Millsboro



Georgetown
Discount Liquors



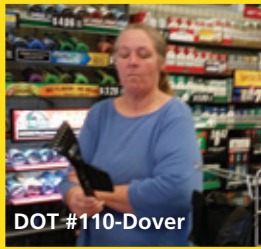
D & D Liquors



Country Farm-
Miller Road



Country Farms



DOT #110-Dover



Jack's Country Maid



Foulk Road Shell



General Store



Dash In-Long Neck



Market Place



B-P Christiana



Stop and Shop



Royal Farms
#37-Rehoboth



Kwik Liquor



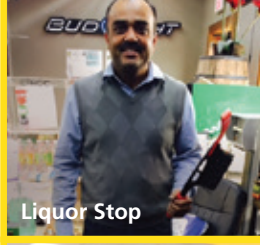
Milford Mobil



Jack's Country Maid



DOT #3-Milford



Liquor Stop



One Stop Liquor Mart



Shop Rite Four Seasons



One Stop-Milford



New Castle Sunoco



PW Fuels



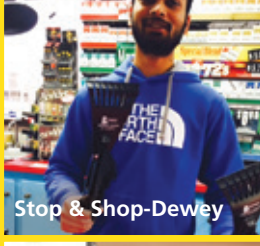
Super G #387-
Rehoboth



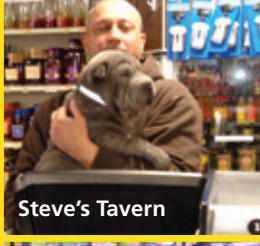
Super G #385-Bear



Sunoco A-Plus-
Claymont



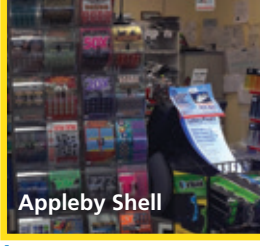
Stop & Shop-Dewey



Steve's Tavern



Smoke Shop



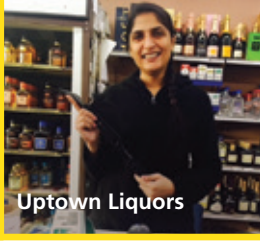
Appleby Shell



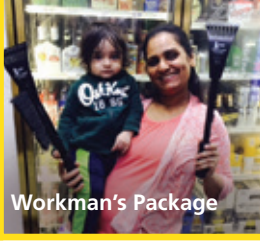
Uncle Willie's-Lewes



United Check
Cashing-Milford



Uptown Liquors



Workman's Package



Your Neighborhood
Store

Retailer 'KEEP 'EM

From January 3, 2017, through February 24, 2017, the Delaware Lottery embarked on a promotion to entice retailers to "Keep their Instant Ticket bins full" and IT WORKED!

With the Retailer base having been notified in advance of the start of the promotion, the field reps, during the 8-week time frame, took to the streets and visited their Retailers during their regular call cycles.

What happened was "FANTASTIC"!

Out of **511** Retailers eligible to participate:

- **341** received prizes for having their bins full
- That's **2/3** of our retailers that had their instant bins full
- A total of **805** prizes were given away
- That's an average of **2.36** prizes per winning store

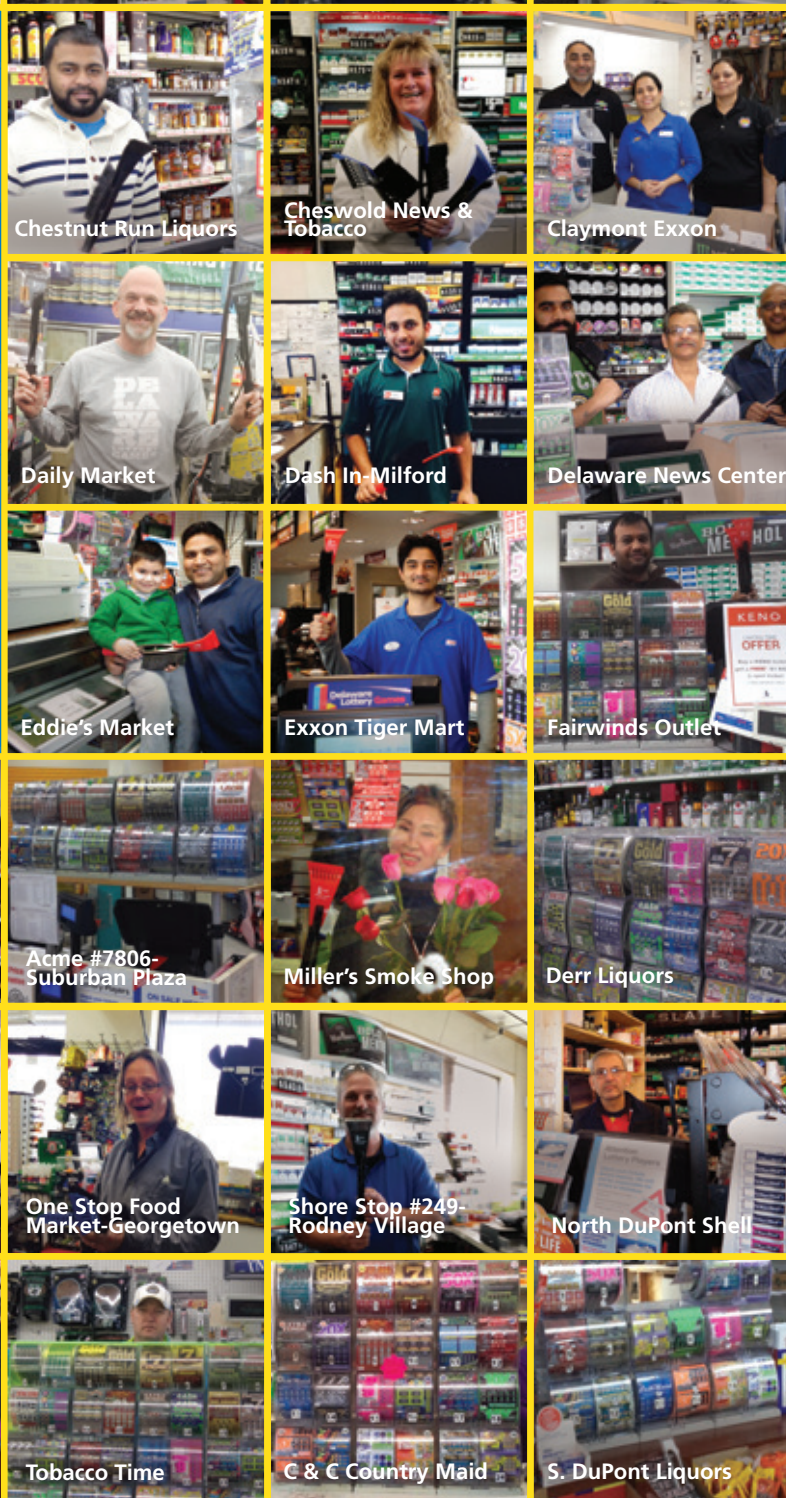


FULL' Promotion

Check out some of the pics on this page — you just may see yourself.

CONGRATULATIONS

to all of our Retailer base that continually keep their Instant Ticket bins full and support all of our other product lines. Remember, selling Lottery is a win for the individual Retailers and the Delaware General Fund, which supports great causes.



‘A Happy Customer Brings More Sales’

This is the philosophy we use every day when working with our Retailers.

As a team, we focus on increasing Keno® sales and awareness, but what we have found is that a lot of our marketing and promotions work with a variety of other Lottery products. We want to help you enhance your Lottery customers’ experience and keep them coming back. Our goal is to help each Retailer reach their maximum potential.

Knowledge is the first step — as marketing reps, we continually review sales numbers with our Retailers, set realistic goals, and put a plan in place to ensure the goal is met. We have found that even small changes make a huge difference.

Below we highlight some of our best practices that work with every product line.

EDUCATION

Did you know we offer free in-store training for all employees? Simply press the Contact Lottery button on the terminal to request training. A staff that is well-trained and knowledgeable can instantly increase sales by engaging the customers.

EFFECTIVE PROMOTIONS

Target a draw game or Instant Ticket price point.

- Run a promotion to increase awareness of the game.
- We offer a variety of different promotions and will even contribute to prizes. Examples of successful promotions include:
 - 2nd-chance drawings
 - In-store parties
 - Happy-hour specials
 - Free giveaways

Contact your Lottery representative for more details and to get started.

GET SOCIAL

An excellent way to showcase your store is to:

- Set up a:
 - Store website
 - Facebook page
 - Twitter account
 - Highlight available Lottery products
 - Advertise special promotions
 - Advertise your big winners
- Consider creating a customer email list, giving you the opportunity to email important information regarding Lottery promotions and in-store specials to your customer base.

KNOW YOUR NEIGHBORS

Every store has a product or service to promote. Team up with your neighboring pizza shop, barber, florist, etc., to help each other out. By placing a small sign advertising that you sell Lottery, you will reach a wider customer base. Trade signage with a neighbor and start promoting!

ADVERTISING

Lottery product lines are often overlooked when Retailers advertise their locations. Remember to include all of the Lottery games you offer when:

- Printing flyers
- Placing magazine, newspaper or radio ads
- Printing to-go menus

Don’t forget to slip a flyer and a “How to Play” guide into the customer’s bag at checkout.

YOU

Our retailers are our greatest asset. We love hearing your ideas and suggestions, so keep them coming!

Mills Brothers

45 Years in the making.

On a cold, brisk Thursday morning, Barbara Hutchins and Dale Hoffman traveled down to Milford to meet with Paul Mills at his “home away from home” for almost the last 45 years: Mills Brothers (Chicken Man) at 508 SE 2nd Street. Paul sat down with us to reflect on the end of an era, in which he and his brother Eugene, (who runs their other location at 1606 Bay Road in Milford), have forged their family business and sold Lottery for the last 42 years. At one point during the interview, Paul told us of how in the beginning, their dad signed a note for some capitol and with \$200 each in their pockets, they started out, slowly grew, and never looked back.



QUESTION: You’ve been with the Lottery from the very beginning. What are some of your fondest memories?

PAUL: Yes, I think we were the second online Retailer. We’ve had a couple of big winners over the years, and we met and got to know the repeat customers that the Lottery brought in every day. Without the loyal Lottery customers, we probably wouldn’t have kept Lottery—but they made it all worthwhile. The Lottery has been very good to us.

QUESTION: What will you miss the most?

PAUL: Just being here. The day-to-day dealing with our customers, employees and vendors—the camaraderie. Being a part of the community and the various sponsoring we’ve done.

QUESTION: What will you miss the least?

PAUL: Nothing really. ...Maybe the occasional stress issue.

QUESTION: What changes with the Lottery surprised you the most?

PAUL: From day one until now is a day-and-night difference. The technology, equipment, number of different product lines, various price points, high jackpots and the Lottery employees have always been there for us.

QUESTION: Was the Lottery an asset to your business?

PAUL: Absolutely (with a chuckle) If it wasn’t, we would have taken it out a long time ago.

QUESTIONS: To what do you attribute your success over the years?

PAUL: Being consistent, having a [popular] destination spot, [keeping] a neat and clean establishment, having good, solid and helpful employees, putting drive and effort into what we’re doing, and giving back to the community.

QUESTION: OK Paul, last question: what are your Future plans?

PAUL: Well, I’m not much of a traveler, but I might do a little of that anyway. Play some golf, work with my antique cars, do a lot around the house, and spend time with family.

Now, some 45 years later, Paul says, “Eugene and I will miss it, but it’s time to walk on and discover what is next.”

Our opinion is that this brother team will keep busy. We’re not sure what they’ll be doing, but we don’t see either one in a rocking chair on the front porch.

Spring & Summer Events

The Delaware Lottery will be out and about all summer long with a booth presence at each of the following events. Stop by and say hello. You won't miss us — just look for the BIG RED LOTTERY TENT!

EVENT	DATE	LOCATION	TIME
Wilmington Farmers Market	Wednesdays—June 7, July 12, Aug. 9, & Sept. 6 Rodney Square, Wilmington	10:00 a.m. – 2:00 p.m.	Per game start time
June Jam	Saturday, June 10	Houston	8:30 a.m. – 6:00 p.m.
St. Anthony's Italian Festival	Thursday, June 15 through Saturday, June 17	Wilmington	Thursday and Friday, 5:00 p.m. – 10:00 p.m.; Saturday 2:00 p.m. – 10:00 p.m.
Delaware State Fair	Thursday, July 20 through Saturday, July 29	Harrington	All-day event (10 days)
Wyoming Peach Festival	Saturday, August 5	Wyoming	9:00 a.m. – 3:00 p.m.
Middletown Peach Festival	Saturday, August 19	Middletown	9:00 a.m. – 4:00 p.m.
Apple Scrapple Festival	Saturday, October 14	Bridgeville	9:00 a.m. – 10:00 p.m.

Retailer Events – Entry Form Only

Your chance to win tickets to the following events. Look for more information to be provided in your upcoming monthly mailers.

EVENT	DATE	LOCATION	TIME
Philadelphia Union Game	Saturday, May 20	Talen Energy Stadium	7:00pm
Blue Rocks Retailer Event	Saturday, July 15	Frawley Stadium	7:05pm
Delaware State Fair Concert (Various artists include Jon Pardi, Darius Rucker, Gabriel Iglesias, Rascal Flatts, and Brantley Gilbert)	July 19 – July 29	Harrington Raceway	TBD
Phillies Retailer Event	Saturday, August 26	Citizens Bank Park	7:05pm

HERE ARE THE LOTTERY'S LATEST *Big Winners Locations!*

12/23/16	\$25,000	Mega Millions – Acme #2680-Newark
12/25/16	\$50,000	50X – Royal Farms #125-Blades
12/28/16	\$15,000	Cash Bonus – Savannah Liquors-Dagsboro
1/3/17	\$50,000	Powerball® – Weis Market #271-Lewes
1/11/17	\$15,000	Cash Bonus – Shore Stop #231-Rising Sun
1/17/17	\$50,004	Powerball® – Samson's Country Maid-Newark
1/20/17	\$20,000	20X – Airport News & Tobacco
1/26/17	\$20,000	20X – Cutrona's Liquors-Wilmington
2/20/17	\$82,107	MULTI-WIN LOTTO – Acme #7806-Suburban Plaza, Newark
2/23/17	\$50,000	Powerball® – Redner's Market-Dover
2/24/17	\$10,000	\$250,000 Cash – Willow Grove Food Mart-Camden
3/1/17	\$100,000	Powerball® – Market Street Shell-Wilmington
3/3/17	\$10,000	\$250,000 Cash – Weis Market #273-Millville
3/6/17	\$50,000	Money Madness – Royal Farms #125-Blades
3/7/17	\$59,020	MULTI-WIN LOTTO – BP-Pep-Up Gas Station-Long Neck
3/8/17	\$15,000	Bronze 7 – Books & News-Newark
3/20/17	\$25,000	Super Cash – Shore Stop #254-Angola
3/21/17	\$15,000	Bronze 7 – Uncle Willie's-Woodside
3/21/17	\$150,000	\$150,000 Payout – Minquadale Liquors-New Castle
3/23/17	\$10,000	\$250,000 Cash – Shore Stop #260-Townsend
3/27/17	\$20,000	20X – Claymont Exxon-Claymont
3/29/17	\$50,000	Powerball® – Acme #2679-Rehoboth
3/29/17	\$10,000	Quarter Million Large – Bridgeville Discount Liquors-Bridgeville
3/31/17	\$150,000	\$150,000 Payout – Books & Tobacco, Inc.-Wilmington



Top 10 Retailers, 13-Week Period — December 26, 2016, thru March 26, 2017

DRAWING GAMES

NEW CASTLE

Tobacco Time	Bear
Delaware News Center	Wilmington
New Castle Shell	New Castle
Books & Tobacco	Wilmington
Fairfax News	Wilmington
Claymont News and Gifts	Claymont
Airport News & Tobacco	New Castle
Boxwood Books, News & Tobacco	Wilmington
Naamans Beverage Mart, Inc.	Claymont
Books & News	Newark

KENT

Mike's Food Mart	Dover
Uncle Willie's – Woodside	Dover
One Stop Market-Milford	Milford
Cigar Cigarette & More	Smyrna
Smyrna News & Tobacco	Smyrna
Milford Plaza Cigarette Outlet	Milford
Stop & Shop – White Oak	Dover
Dover Downs, Inc.	Dover
Harrington Raceway and Casino	Harrington
Shore Stop #255 – Greentree	Dover

SUSSEX

Daily Market	Lewes
General Store	Lewes
Bodie's Market #1 – Millsboro	Millsboro
De-Lux Dairy Market	Seaford
Super Soda Ctr.II – Stein Hwy.	Seaford
Bodie's Market #4 – Selbyville	Selbyville
Joe's Tob. Superstore – Delmar	Delmar
Delmar Liquors	Delmar
Super G #389 – Millville	Millville
Bodie's Market #2 – Milton	Milton

INSTANT GAMES

Sunoco A-Plus – Claymont	Claymont
Claymont News and Gifts	Claymont
Tobacco Time	Bear
Delaware News Center	Wilmington
Books & Tobacco	Wilmington
Middletown News & Tobacco	Middletown
Books & News	Newark
Boxwood Books, News & Tobacco	Wilmington
Airport News & Tobacco	New Castle
Fairfax News	Wilmington

Uncle Willie's – Woodside	Dover
Mike's Food Mart	Dover
Royal Farms #110 – Dover	Dover
Royal Farms #139 – S. Dover	Dover
Smyrna News & Tobacco	Smyrna
Market Place	Milford
Royal Farms #119 – Cheswold	Cheswold
One Stop Market – Milford	Milford
Shore Stop #255 – Greentree	Dover
Royal Farms #117 – Hartly	Hartly

Stop & Shop – Dewey Beach	Dewey Beach
Daily Market	Lewes
Uncle Willie's – Lewes	Lewes
General Store	Lewes
Bodie's Market #1 – Millsboro	Millsboro
Super Soda Ctr.II – Stein Hwy.	Seaford
De-Lux Dairy Market	Seaford
Shore Stop #254 – Angola	Angola
BP-Pep-Up Gas Station	Millsboro
One Stop Food Market – Georgetown	Georgetown

LOOK FOR THESE NEW INSTANT GAMES

Coming soon!



DE-826 CASH REFUND



DE-830 QUICK CASH



DE-828 777



DE-829 7-11-21



Coming in the next issue of *Ticket Talk*, the 2017 XFingers Recap!

From the roundup at the preliminaries to the Final Quick Draw, we will have a breakdown of all the action and winners from this year's XFingers event.



Welcome, New Retailers!

The Delaware Lottery would like to welcome the following Retailers to its ever-growing Retailer network:

701 Family Market
Academy Grocery & Deli
Beef It Up Sandwiches
Cheers Wine & Liquor
Country Corners #7
Country Corners #8
Hi Savings Market
Marydel Liquor & Tobacco
Penn Mart Tobacco
Royal Farms #226
Royal Farms #236
Shore Star Store
Stockley Tavern
Tobacco Shop

PRIZE CLAIM RULES:

NO CASHING OVER \$599.

All Retailers should refer any **TRADITIONAL** Lottery game claims of \$600 to \$5,000 to the claim centers or the Delaware Lottery Office in Dover.

Tickets winning above \$5,000 must be claimed at the Lottery Office.

A physical ticket must be presented for all prize claims—no photo or reproduction should ever be accepted.



Instant Games Expiring Soon

Game Name	Game Number	Expiration Date
Delaware Rocks	727	May 29, 2017
Money Stash	736	May 29, 2017
10X the Cash	740	May 29, 2017
Frosty Doubler	754	May 29, 2017
Double Dog Dare	735	July 3, 2017
777	737	July 3, 2017
Big Money	738	July 3, 2017
Jumbo Bucks	743	July 3, 2017
Cash Funds	745	July 3, 2017
Lucky No. 7	746	July 3, 2017
\$Lines\$	760	July 3, 2017
Double Triple	739	July 31, 2017
Crazy Money	748	July 31, 2017
Arctic Cash	757	July 31, 2017
Joker's Wild	722	August 28, 2017
Cash Money	747	August 28, 2017
More Money	749	August 28, 2017
Maximum Money	750	August 28, 2017
5X the Money	752	August 28, 2017
Platinum 7	758	August 28, 2017

Reminders

Ticket Wins \$600 (or more)

We've received some calls over the last couple of months regarding winning tickets for \$600 or more. When you check a ticket and receive a printout that indicates "Ticket Wins \$600 (or more)," and you realize you can't pay that amount because you can only pay up to \$599, please keep the following in mind:

- Do not cash the ticket.
- Make sure to return the ticket(s) and the claim information (printout) to the player.
- Do not keep the player's ticket(s). The player will need the ticket(s) to claim his or her prize at one of the redemption centers or at the Lottery Office. Always remember that if you have a question or you're not sure what to do, call your Lottery Field Representative or the Lottery Office.

Bet Limit Warning

POWERBALL®, MEGA MILLIONS®, HOT LOTTO®, LUCKY FOR LIFE® and KENO® will display a BET LIMIT WARNING. The default for the BET LIMIT WARNING is a \$25 sell.

Canceling Tickets

1. MULTI-WIN LOTTO, PLAY 3/PLAY 4 and KENO® tickets may be canceled before the draw cutoff time.
2. POWERBALL®, MEGA MILLIONS®, HOT LOTTO®, and LUCKY FOR LIFE® tickets cannot be canceled.

Ticket Stock

1. You should use ticket stock only in the store where it was delivered. You CANNOT share it – even if you own other locations.
2. Do not use any paper in the Lottery printer other than the Scientific Games ticket stock.

Ticket Talk, an official publication of the Delaware State Lottery, is distributed periodically to licensed Delaware Lottery Retailers and others interested in the Lottery's operations. *Ticket Talk* articles may be reprinted in whole or in part without prior approval by the Delaware Lottery; however, a credit line is requested. The Delaware Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904, 302-739-5291.

Doc#25-07-001 Printed 01/17



The Delaware Lottery
McKee Business Park
1575 McKee Road, Suite 102
Dover, DE 19904-1903
Billing Code (25-07-001)