

TICKET TALK

Newsletter for Delaware Lottery Retailers • Issue 57 • delottery.com



Congratulations

To Our
Anniversary Retailers



30 YEARS
Ralph Pepe
Tobacco Village



40 YEARS | **Becky Constantini**
C & C Country Maid



30 YEARS
Anil Patel accepting for Bhavesh Patel
Fairwinds Liquors

Becky Constantini

"Wow, forty years with the Delaware Lottery! Time flies when you're having fun. After all this time, I still always greet all of my customers with a warm and welcoming attitude. It helps keep them coming back for more."

Bhavesh "Bob" Patel

"My tips to being successful with the Lottery is to be yourself, remember to have fun, and always talk to your customers. The better you get to know them, the easier it is to recommend products to them that you know they'll enjoy."

Ralph Pepe

"Being a retailer for thirty years, I've seen how successful the Lottery can make your business. When you have a great product and great service, you have a winning combination."

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Anniversary Retailers

20 YEARS



Pockets Discount Liquors – Sanjay Patel and Vaishali Patel



Delaware Park Racetrack & Slots – Bernice



Dugan's Liquors – Suresh Patel

Stop & Shop – White Oak



Acme #813 – Foulk & Naamans – Teresa Kerr

Uptown Liquors

10 YEARS



Maryland Avenue Sunoco – Mahamad and Gagan



Super G #2351 – Mgr. Kelly White and Bill Frank and Jenni Lins



Boulevard BP – Mgr. Mr. Younes



Concord Liquors – Vivek Pillai



Gilpin Liquors – Paul Patel

Boxwood Books, News & Tobacco

Bridle Bit Liquors

Bear BP

Workman's Package Store

Dash In #14911 – Delaware Ave.

Joe's Tobacco Superstore – Delmar

DOT #114

BJ's Wholesale Club #197

Food Lion #2123 – Fenwick

Hank's House of Liquors

Shop Rite of Christina Crossing

Keep 'em Full Promotion

Start The New Year By Winning Prizes From The Delaware Lottery

By keeping your Instant Game ticket dispenser units full and loaded correctly. Between Monday, January 7th and Friday, February 22, the Delaware Lottery will be randomly visiting retailers throughout Delaware. When the Lottery visits your store, and the Instant Game ticket dispenser are full and loaded correctly, you win a small gift – it's that easy.

Full Dispensers are a Win-Win

In addition to the chance of winning a prize for full Instant Game ticket dispenser units, full dispenser units help remind customers to purchase tickets and can stimulate impulse sales of Instant Games – increasing your sales and commissions.

Promotion rules & eligibility

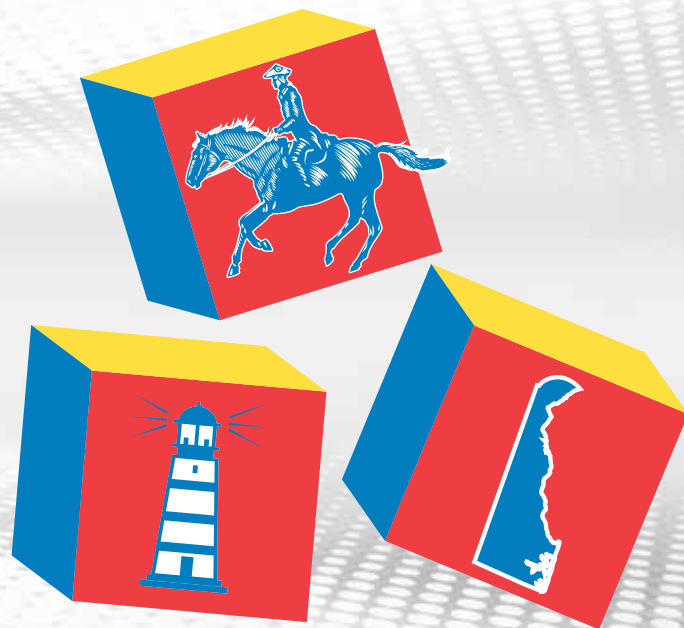
Full Instant Game ticket dispenser units mean that every slot must be filled with an Instant Game. You may split a pack into two spots if necessary.

Loaded correctly means that the Instant Game ticket graphics side must be displayed to the players. The instructions side should not be visible to the players.



Coming Soon

A New Way To Win



Look for these new Instant Games



118
PAYOUT BONUS

119
10 GRAND
CROSSWORD

120
LIMITED

115
MONEY
TO BURN

116
MONEY JAR

Selling Tips & Reminders

5 Ways to Drive Sales

Designated Playing Area

Offering customers, a designated area in your store where players can fill out playslips, play all the lottery games you offer, and check their winning numbers can help attract players.

Pay Winners

Paying winners is a great way to promote repeat store visits and build customer loyalty. Plus, it gives the player cash to spend in your store.

Keep Display Bins Full

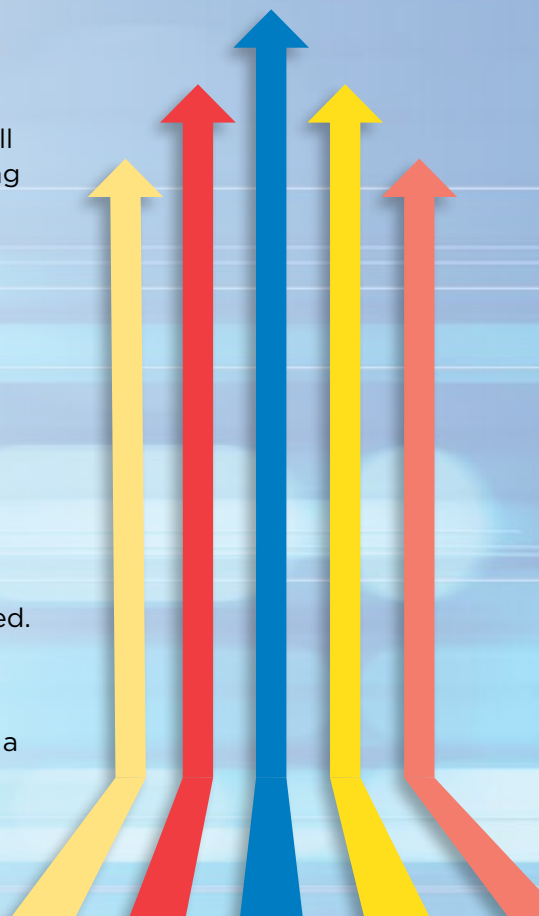
Full Instant Game dispenser units are proven to sell lottery games to customers at the point of sale

Immediately Activate New Games

When you receive your monthly shipments of new Instant Games, immediately activate and display them. 25% of sales during the first week's launch of new games are due to those new games being displayed.

Featured Game Displays

Add a "Featured Game" display to help generate excitement around the new games your location offers. Ask your sales rep today about getting a display ordered and placed in your store.



A Reminder for Sports Lottery Retailers

Always remember to validate every Sports Lottery ticket through the terminal and only pay the amount displayed on the terminal. There may be situations where the amount printed on the ticket is not the correct pay out due to unforeseen game results. This can happen on Casino Sportsbook tickets as well as Off the Board push tickets. All Sports Lottery Retailers are required to pay all Sports Lottery tickets regardless of where the ticket was originally purchased.

Kenotes



Retailer Spotlight Hank's House of Liquors

Neal, owner of Hank's House of Liquors just celebrated his 10th anniversary with the lottery. Neal has grown his KENO® sales immensely since starting as a non-monitor location. He now has a KENO® monitor and since it's installation the sales have tripled at this location. Neal provides great customer service to his players. Always making sure they can get their bets in on the next draw of KENO®.

Top 10 KENO® Retailers

Sussex County

Smitty McGee's - Selbyville
Daily Market - Lewes
R & R Grill and Bar - Laurel
Stockley Tavern - Georgetown
Gray Hare Tavern - Rehoboth
Fox's Pizza Restaurant and Bar - Selbyville
Fox's Pizza Den - Millville
Harpoon Hanna's - Fenwick Island
Nicola Pizza on the Avenue - Rehoboth
One Stop Market - Milford

New Castle County

Tobacco Time - Bear
Hank's House of Liquors - New Castle
Stanley's Tavern - Wilmington
Naaman's Beverage Mart, Inc. - Claymont
Ernest & Scott Taproom - Wilmington
Avenue Wines & Spirits - Wilmington
McGlynns - People Plaza - Newark
Boxwood Books, News & Tobacco - Wilmington
Christiana Pub - Christiana
Game Changers Sports Bar - Newark

Kent County

Milford Plaza Cigarette Outlet - Milford
Uncle Willie's - Woodside - Dover
Mike's Food Mart - Dover
Smyrna News & Tobacco - Smyrna
Dover Downs, Inc. - Dover
Harrington Raceway and Casino - Harrington
One Stop - Dover
Cigar Cigarette & More - Smyrna
Nik's Corner Store - Dover
Market Place - Milford

Welcome New KENO® Retailers

EZ Pick - Bear
The Depot - Dover

Raceway Liquors - Dover
Red Mill Tobacco - Newark

Greenville Shell - Wilmington

KENO® Awareness Month

To celebrate KENO® Awareness month, we held several On The Spot parties throughout December at multiple retailer locations. A Delaware Dollar Free Play was given out to customers to try KENO®, some for the very first time and our regular KENO® Players as well.

The picture (right) is from EZ Food Mart & Tobacco. Everyone was glued to the KENO® monitor in hopes of their numbers coming out for an early Christmas present. Everyone had a lot of fun playing KENO®.



Top 10 Retailers

Top 10 Traditional Retailers October through December 2018

Drawing Games

Kent County

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

New Castle County

Tobacco Time	Bear
Fairfax News	Wilmington
Shell	New Castle
Airport News & Tobacco	New Castle
Boxwood Books, News & Tobacco	Wilmington
News & Gifts	Claymont
Ho Ho Mart	Wilmington
Hank's House of Liquors	New Castle
Books & Tobacco	Wilmington
Avenue Wines & Spirits	Wilmington

Sussex County

Daily Market	Lewes
General Store	Lewes
Blades Discount Liquors	Seaford
Super G #389	Millville
One Stop Market	Milford
Back Bay Tobacco	Millsboro
Acme #2679	Rehoboth
Bodie's Market #1	Millsboro
Uncle Willie's	Lewes
Super G #387	Rehoboth

Instant Games

Kent County

Uncle Willie's - Woodside	Dover
Hylton's Market	Camden
News & Tobacco	Smyrna
Milford Plaza Cigarette Outlet	Milford
Mike's Food Mart	Dover
Market Place	Milford
Royal Farms #117	Hartly
Royal Farms #13	Felton
Stop & Shop - White Oak	Dover
Royal Farms #139	S. Dover

New Castle County

News & Gifts	Claymont
Fairfax News	Wilmington
Books & Tobacco	Wilmington
Chelsea BP	New Castle
Tobacco Time	Bear
Sunoco A-Plus	Claymont
Ho Ho Mart	Wilmington
Delaware News Center	Wilmington
Avenue Wines & Spirits	Wilmington
Boxwood Books, News & Tobacco	Wilmington

Sussex County

Daily Market	Lewes
Bodie's Market #1	Millsboro
BP-Pep-Up Gas Station	Millsboro
Shore Star Store	Millsboro
Uncle Willie's	Lewes
General Store	Lewes
Back Bay Tobacco	Millsboro
Blades Discount Liquors	Seaford
De-Lux Dairy Market	Seaford
Stop & Shop	Dewey Beach

HOLIDAY VISA GIFT



\$500 DOLLARS
Robin Robinson - DOT #111



\$250 DOLLARS
Nancy Shimek - ACME #2836

\$500 Dollars

Alicia Courtney - Smitty McGee's
Catricee Duncan - The Laurel Oasis

Dipal Patel - Shayona Pharmacy
Sherri Baker - The Laurel Oasis

\$250 Dollars

Melba Machado - The Laurel Oasis
Ashley Williams - The Laurel Oasis
Ashley Hinsley-Barnett - Shoprite Newark

Anna Yanck - Fox's Pizza Den
Kirit Modi - First State Liquor
Melinda Sinegar - United Check Cashing

Asmi Patel - The Depot
Tim Wallace - Daily Market
Pragnesh Patel - Miller Road Liquors

CARD WINNERS

\$100 Dollars



Shirley Burris - Shore Stop #231



Branda Drury - Acme #7816



Juanita Williams - DOT #110



Adel Ismail - Country Farm

Bill Rice - The Laurel Oasis
 Penelope Wertz - The Right Bottle
 Alan Dean - Tobacco Express
 Sandi Foskey - The Laurel Oasis
 George Ganat - Naaman's Beverage
 Jessica Manning - DOT #111
 Betty Barrett - Delaware City Valero

Vimal Patel - Silverside Discount Liquor
 Imtiaz Ahmed - Boxwood Books, News & Tobacco
 Lisa Chacosky - Shoprite #590 Four Seasons
 Rita Schmeusser - Acme #806
 Cyndy Zappaterrini - Avenue Wines & Spirits
 David Otte - Bodies Market #2
 Jay Wilkinson - The Right Bottle

Sony Singh - Carriage House Liquors
 Shefali Sharma - Eddies Market
 Linda Wardup - Acme Rehoboth
 Jeannie Giobbe - Shoprite Glasgow
 Andrea Smith - Shore Stop #243
 Ryan Wright - A-Plus Sunoco
 Dave Zappaterrini - Avenue Wines & Spirits

\$50 Dollars



Ketan Patel - Delaware City Liquors



Zachary Search - Tobacco Time



Krishnel Desai - The Right Bottle



Sonya Downs - DOT #2



Hemang Patel - Stop & Shop



Mike Patel - Mikes Food Mart

Robert Prosser - The Right Bottle
 Cheree Johnson - Shoprite Brandywine
 Nora Laughman - Shoprite Newark
 Tristan Thacker - Hockessin Books & Tobacco
 Janice Smith - Super-G #385
 Andre Batson - Harrington Raceway & Casino
 Mary Senner - Super-G #389
 Lisa Wylie - Fox's Pizza Den
 Rudy Portillo - A-Plus Sunoco
 Renee Torres - Pleasantville Country Maid
 Gabrielle Palmer - Tobacco Time
 Joyce Medina - Shoprite of First State Plaza
 Doug Fell - Bodies Dairy Market #2
 Brenda Guilfoil - Shore Stop #243
 Kirit Patel - D&M Liquors

Deyah Richardson - The Laurel Oasis
 Richard Waxman - Tobacco Village
 Christina Carr - Odessa Sunoco
 Judy Cook - Your Neighborhood Store
 Nicole Huey - Felton Country Cupboard
 Sejal Bhaysar - Fitzharris Liquors
 Cory Wright - A-Plus Sunoco
 Cameron Thacker - Hockessin Books & Tobacco
 Asha Patel - Miller Road Liquors
 Rosane Thacker - Hockessin Books & Tobacco
 Terry Scherling - United Check Cashing
 Linda Rice - Midtown Liquors
 Kriplan Patel - Quick Mart
 Doug Thacker - Hockessin Books & Tobacco
 Bilal Gondal - 7-Eleven

Paula Deptula - Acme #7826
 Mary Ellen Ebling - Royal Farms
 Jack McManus - Country Corners #8
 Frica Carroll - Newport Exxon
 Kyle-Michael Rose - A-Plus Sunoco
 Tishara Corcoran - Middletown Acme
 Rasovi Kumar - S & R Market
 Melissa Huebner - The Right Bottle
 Nirali Patel - Valley Liquors
 Betty Oliveras - Shoprite Glasgow
 Dimple Patel - Spruance City Liquors
 Nick Aporeso - Bodies Dairy Market #1
 Amy Reed - Super-G
 Sanjay Kapuria - Uncle Willie's #9

Retailer Latest



X-FINGERS THE RETURN

Retailer Appreciation Day
April 11, 2019

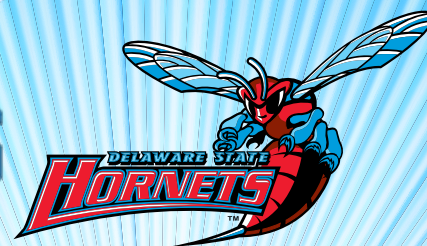
Food, prizes and more!
See your Lottery Field Rep for details.

Delaware Blue Coats

The Delaware Lottery is a proud sponsor of the Delaware Blue Coats (formerly known as the Delaware 87ers). Beginning January 23rd, the Blue Coats will be playing their home games at the all new 76ers Field House in Wilmington. Come out and support the team and see the new arena! Also, keep an eye out for your chance to win tickets to an upcoming game.

DSU & UD Basketball

Tickets are still available for upcoming Delaware State University and University of Delaware basketball games. Visit the retailer section on delottery.com for more information.



Welcome New Retailers

September 2018 – December 2018

We'd like to warmly welcome all of the following new Delaware Lottery Retailers:

Felton BP – Felton
Redmill Tobacco – Newark
Appleby Shell – New Castle

Big Winner Locations

Congratulations to our Retailers that sold Instant and Drawing Games Winning Tickets!

Instant Games Big Winner Locations (October - December 2018)

Game	Prize	Sold By
\$250 GRAND	\$10,000	Convenient Store - Wilmington
\$15,000 BONUS PLAY	\$15,000*	Cypress Wine & Spirits - Milford
DOUBLE SIDED DOLLARS	\$15,000*	Gas & Go - Smyrna
\$25,000 CASHTASTIC.	\$25,000*	Wawa #862 - New Castle
MONEY STACK	\$25,000*	Bodie's Market - Georgetown
WILLY WONKA GOLDEN TICKET™	\$40,000*	Weis Market #273 - Millville
CA\$H BLAST	\$50,000*	Ho Ho Mart - Wilmington
50X THE BUCKS	\$50,000*	Larry's Liquors - Dove
CA\$H FEVER	\$150,000*	BP Pep-Up Gas Station - Millsboro
BONUS PAYOUT	\$150,000*	Wawa #845 - Dover

Drawing Games Big Winner Locations (October - December 2018)

Game	Prize	Sold By	Draw Date
LUCKY FOR LIFE®	\$5,000	Royal Farms #51 - Milford	11/15/18
LUCKY FOR LIFE®	\$5,000	Books & News - Newark	12/03/18
LUCKY FOR LIFE®	\$5,000	Woodside Liquors - Magnolia	12/13/18
KENO®	\$10,000	Stanley's Tavern - Wilmington	10/05/18
MEGA MILLIONS®	\$10,000	Royal Farms #139 - Dover	10/23/18
MEGA MILLIONS®	\$10,000	Malin's Market - Newark	10/23/18
MEGA MILLIONS®	\$10,000	New Castle Spirits - New Castle	10/26/18
MEGA MILLIONS®	\$10,000	Sunoco A-Plus - Elsmere	12/18/18
POWERBALL®	\$50,000	Acme #826 - Wilmington	10/27/18
POWERBALL®	\$50,000	Star Gas & Diesel - Wilmington	10/27/18
POWERBALL®	\$50,000	Shop Rite - Bear	10/27/18
POWERBALL®	\$100,000	Daily Market - Lewes	10/20/18
MULTI-WIN LOTTO	\$304,007	Royal Farms #146 - Smyrna	12/24/18

Sports Pick \$100,000 Parlay Card Big Winner Location

Game	Prize	Sold By	Date Claimed
Sports Pick	\$100,000*	Delaware Park - Wilmington	11/07/18

* = Top Prize

Instant Games Expiring Soon

March 4, 2019

GAME NAME

Reindeer Cash

Play Money

\$250,000 Cash

Cash on the Spot

Emoji Money

Delaware Dollar\$

GAME #

852

820

814

797

796

795

April 29, 2019

GAME NAME

Merry Money

Holiday Crossword

Pumpkin Patch

Extra Cashword

Bingo

Quick Cash

Double It!

GAME #

855

854

839

836

835

830

821

April 1, 2019

GAME NAME

Lucky No.13

GAME #

831

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The Delaware Lottery
McKee Business Park
1575 McKee Road, Suite 102
Dover, DE 19904-1903
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