

# TICKET TALK

Newsletter for Delaware Lottery Retailers • Issue 61 • delottery.com



## Anniversary Retailers



**30 YEARS** | **Steve Reese**  
**Reese's Liquor Store**



**30 YEARS** | **Cheryl Woodward**  
**Pleasant Hill Lanes**

### 20 YEARS



**Nitin Amin**  
**Books & News**



**Bobby Singh**  
**Harmony Exxon**



**Ketan "Ken" Patel**  
**Delaware City Liquors**



**Mr. & Mrs. Ashok Shetty**  
**Happy 13 Liquors**



**Sissy Morrison**  
**Atlantic Liquors, Inc.**



**Tejas "Mike" Sheth**  
**Mike's Food Market**



**Jamie**  
**Royal Farms #51 - Milford**

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# Retailer Anniversaries

## 10 YEARS



Cassie - Shore Stop #294



Shemeika - Shore Stop #297



Annette - Shore Stop #298



Pravin - Super Soda Center II



Deana - Royal Farms #139



Keith and Christian - Food Lion #2164



Kurt and Gary - Redner's #13



Dianne - Royal Farms #99



Kate and Megan - Food Lion #2153



Angie - Royal Farms #146



Mike - Shore Stop #276



Jennifer - Shore Stop #295



Caryn and Kassie - Food Lion #2160



Tejesh Parikh - Joey's Liquors



Talil Khan - State Line Cigarette Outlet



Nisha Patel - Claymont Liquor Mart



Amanda - Odessa Sunoco

Sun Gwak - Orange Deli & Grocery

Amrish Patel - Toll Gate Liquors

Dhiru Patel - Tony's Liquors

Gagan Kumar - Tobacco City

Kanu Patel - Spruance City Liquors

Bernadette - Shore Stop #293



# Message from Director Vernon Kirk

## Happy New Year 2020

This year the Delaware Lottery will celebrate its 45th anniversary. It's with great pride that we look back on all the good we have accomplished for Delaware's citizens. Since the start of operations in 1975, the Delaware Lottery has contributed more than \$5.4 billion to the State's General Fund to help finance needed state services that benefit everyone in Delaware. Our contributions are used to support public and higher education, health and social services, public safety and homeland security, judiciary and corrections, family services, environmental control, and much more. For Fiscal Year 2019, the Lottery is pleased to report that retailer ticket sales, including sports, totaled \$227.1 million! Retailers earned \$13.9 million in commissions and bonuses and sold \$133.3 million in prizes to their players. The Lottery was successful with launching its first loyalty program, Collect 'N Win, as a way to reward loyal Lottery players and stimulate increased customer traffic to retailers.



Needless to say, a very large part of the Lottery's success story is due to you, our retailers. The collaborative partnership between you, Scientific Games and the dedicated Delaware Lottery staff rests at the core of our organization and really defines the accomplishments that we have been able to achieve together.

Looking forward, the Lottery remains committed to the ongoing development of innovative games and technologies that have made us a recognized industry leader. I can confidently say the Lottery's future is bright and its best days are ahead. Stay tuned for ongoing announcements of fun and exciting things we have planned in celebration of our 45 years!

## Look for These New Instant Games



## Instant Games Expiring Soon

### February 3, 2020

GAME NAME	GAME #
50X the bucks	878
\$15,000 Bonus Play	873
Cash Blast	872
Bingo Numbers	869
In The Green	868
Play Ball	866
Awesome 8's	862
777	861
Color Me Happy	857
Funky 5's	845

### March 3, 2020

GAME NAME	GAME #
Black Ice 7s	874
Money Tree	107

### March 31, 2020

GAME NAME	GAME #
Willy Wonka Golden Ticket™	892
JUMBO BUCKS	884
\$250 Grand	870
TEN ELVES	106
Season's Greetings/ Holiday Wishes	105

### April 28, 2020

GAME NAME	GAME #
Mad Money Win All	898
Money Explosion	896
Lucky 13	893
Lucky	889
\$	888
LUCKY 7	887
Check Refund	883
LOADED	879
20X the bucks	877
HOLIDAY CASH	104



## Retailer Spotlight Books & News – Newark

Nitin, along with all the employees from Books & News, is always eager to assist Lottery Players. Proof of that is the increased sales they have had in their Traditional, Sports and KENO® products. The store has many big winners, and by posting these winners, the store continues to bring in new customers and more sales. After 20 years of selling Lottery products, they are still growing their sales. Amazing!



## Meet the Newest Members of the Delaware Lottery Team

We at the Delaware Lottery welcome them and are confident their background will serve their retailers well for years to come.



### George Bright

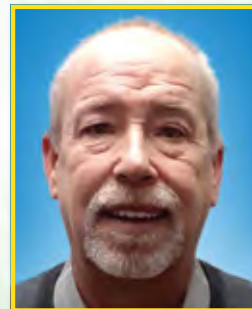
#### Lottery Field Representative

George brings many years of sales and marketing experience to the Lottery to help retail locations increase sales and promote customer-friendly environments.

### Joseph Stetka

#### Lottery Field Representative

Joe brings over 20 years of experience in retailer sales and customer service from his many years with the Maryland State Lottery. His extensive background is sure to make him a valuable asset to help retail locations increase sales and promote customer-friendly environments.





## Keep 'Em Full Promotion

Beginning March 2020, the Delaware Lottery will be sending mystery shoppers to random stores throughout Delaware. If the mystery shopper visits your store and the Instant Game ticket dispensers are full, everyone in the store will win a prize. More information coming soon in your Monthly Mailer.



## Welcome New Retailers

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

Basin Road Gulf - New Castle  
Creekside Spirits - Newark  
Dash In #1487 - Newark  
Harry's Corner - Wilmington  
Old School Variety - Wilmington  
Wawa #870 - Bear  
Wawa #876 - Camden







**Michael Torpey**  
Beverage Manager

## KENO® Retailer Spotlight Stanley's Tavern – Wilmington

Stanley's continues to increase their sales in KENO®. Since November, they have been having a KENO® Party every month. This has increased sales substantially and has brought in more regular customers playing KENO®. Stanley's has been the #1 Retailer in KENO® sales 3 out of the last 5 weeks and continues to remain in the top 10 on a regular basis.

Thanks to Stanley's for providing an enjoyable atmosphere and conducting very successful KENO® Parties to advance their sales of KENO®.

## Welcome New KENO® Retailers

Crab Barn – Long Neck  
Creekside Spirits – Newark

Dash In #1487 – Newark  
Wawa #876 – Camden

Wawa #870 – Bear

## Top 10 KENO® Retailers

### Kent County

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

### New Castle County

Stanley's Tavern – Wilmington  
Tobacco Time – Bear  
Ridge Liquors – Claymont  
Books & Tobacco – Wilmington  
Books & News – Newark  
James & Jesse's Barber – Wilmington  
McGlynns-People Plaza – Newark  
Hank's House of Liquors – New Castle  
Game Changers Sports Bar – Newark  
McGlynns-Polly Drummond – Newark

### Sussex County

Shore Star Store – Millsboro  
Daily Market – Lewes  
Fox's Pizza Restaurant and Bar – Selbyville  
Scotty's Bayside Tavern – Selbyville  
R & R Grill and Bar – Laurel  
Fox's Pizza Den – Millville  
Smitty McGee's – Selbyville  
Harpoon Hanna's – Fenwick Island  
General Store – Lewes  
Nicola Pizza on the Avenue – Rehoboth Beach

Coming this April

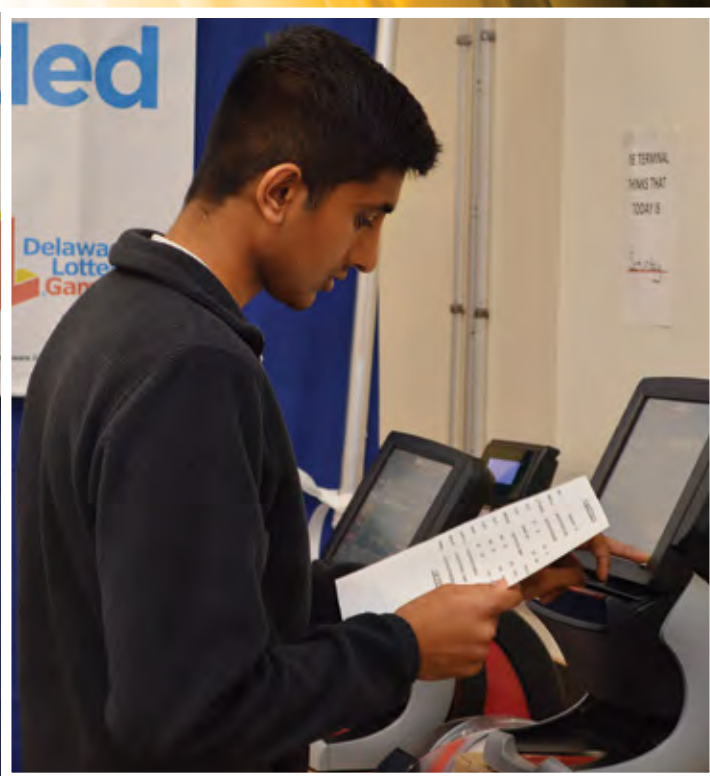
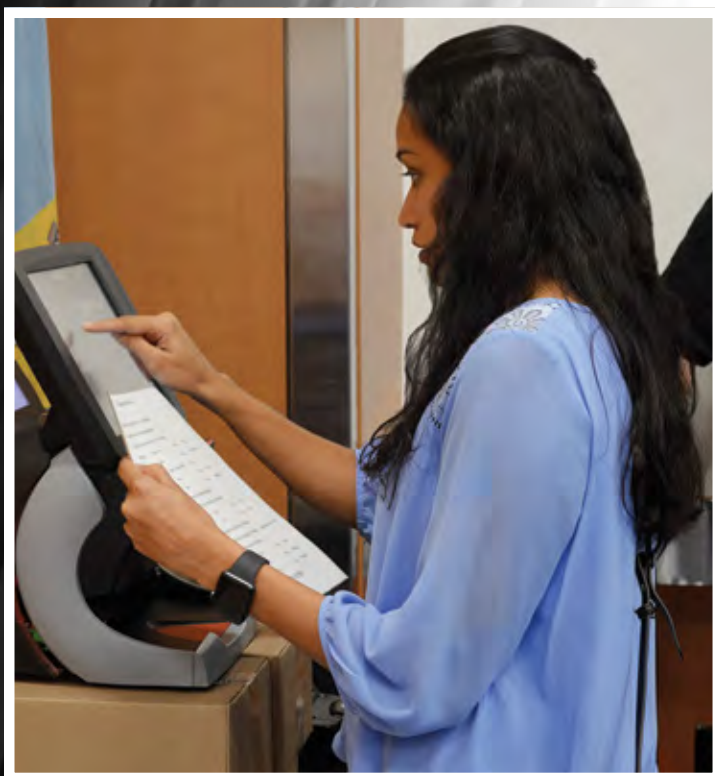
# THE EVENT

## Retailer Appreciation Day

THE EVENT retailer appreciation day features the X-Fingers Challenge, our statewide competition to find the retailer with the fastest fingers.

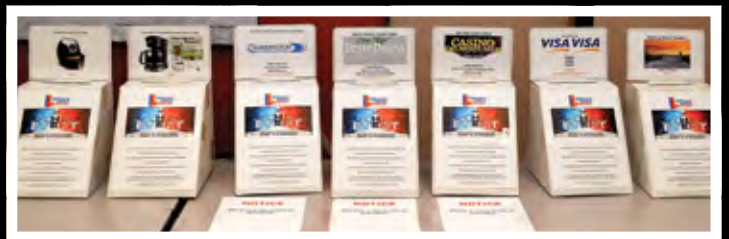
Please join us for prizes, games, food and fun!

## X-Fingers

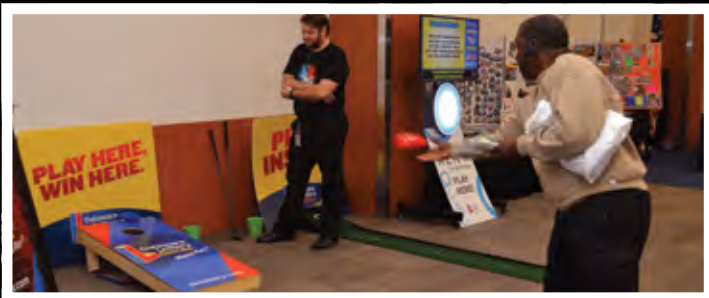




## Prizes, Games and Fun



## Food and More



If you missed it last year, don't miss out again this year!





# WIN UP TO ~~\$500~~ \$1,000 IN CASH

## COLLECT 'N *Win!*

This year, the Delaware Lottery wants to turn even more non-winning Delaware Lottery tickets into a chance to win with Collect 'N Win. With 80 guaranteed monthly winners and over \$8,000 in prizes, now there are more ways to win every month.

The new monthly prize structure is as follows:

- 3 - \$1,000 Cash Top Prizes
- 2 - \$750 Cash Second Prizes
- 75 - \$50 Cash Third Prizes

#### REGISTER

Encourage your customers to register for Collect 'N Win at [delottery.com](http://delottery.com).

#### ELIGIBILITY

Let your customers know which Instant Games and Draw Games are eligible for Collect 'N Win.

#### DISPLAY

Make sure to display your Collect 'N Win POS signage.



[delottery.com](http://delottery.com)

You must be 18 years old to play. Delaware Council on Gambling Problems Helpline: 1-888-850-8888 or visit [deproblemgambling.org](http://deproblemgambling.org).



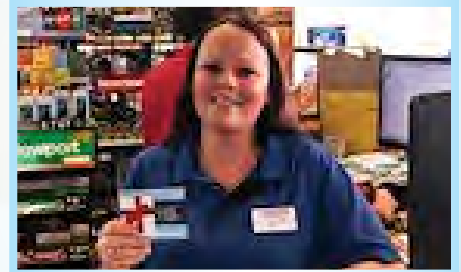
# HOLIDAY GIFT CARD WINNERS



Rhonda Emory  
- Acme #817 Fox Run



Alisha Handy  
- Royal Farms #109



Elaine Mugford  
- Shore Stop Long Neck



Jaimini Patel  
- Chelsea BP



Joy Robbins  
- Acme #826 Pike Creek



Cyndy Zappaterrini & Henry Clerval  
- Avenue Wine & Spirits

Alicia Courtney - Smitty McGee's  
Crystal Chambers - The Laurel Oasis

Bill Rice - The Laurel Oasis  
Ashley Williams - The Laurel Oasis



# HOLIDAY GIFT CA

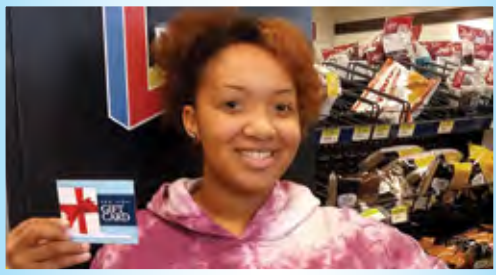
**\$250**



Gina Dych  
- Odessa Sunoco



Jessica Kulesza  
- Airport News & Tobacco



Renee Neal  
- Royal Farms #110

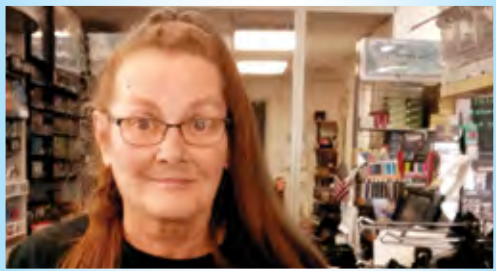


Juanita Williams  
- Dot #110

Jillian Benvenuti - HMS Host  
Tina Dize - The Laurel Oasis  
Debbie Hutson - The Country Cupboard

Daijah Richardson - The Laurel Oasis  
Flo Rini - Avenue Wine & Spirits  
Kristen Wright - RB Convenience

**\$100**



Helen Best  
- Dot #2



Rosane Thacker  
- Hockessin Books & Tobacco

Cassandra Alexander - Super G #388 Middletown  
Jerry Foster - Airport News & Tobacco  
Rajni Kumar - S&R Market  
Melba Mochado - The Laurel Oasis

Kathy Shapter - Bay Road Package  
Jared Thacker - Hockessin Books & Tobacco  
Vic Vyas - Big Liquor Shop  
Dave Zappaterrini - Avenue Wine & Spirits



# RD WINNERS (Cont'd)

\$50



Katherine Adams  
- Smyrna News & Tobacco



Jennifer Edinger & Stephanie Royal  
- C&C Country Maid



Kassandra Harris  
- Manor Pharmacy



Steven Hess  
- Acme #872 Price's Corner



Heida Kanaka  
- Ho Ho Mart



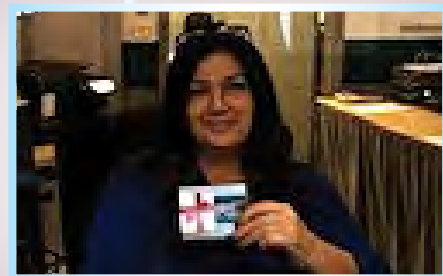
Fergani Patel  
- Elite Liquor



Annie Russell  
- Goose Creek



Peyton Seel  
- Acme #826 Pike Creek



Melinda Sinegar  
- United Check Cashing

Imran Aslam - Shore Star Store  
 Sherri Baker - The Laurel Oasis  
 Kelly Biggs - Shore Stop #295 Long Neck  
 Anne Bischoff - The County Cupboard  
 Patrice Bratton - Shore Stop #295 Long Neck  
 Henry Clerval - Avenue Wines & Spirits  
 Selina Davis - Giant #386  
 Sonya Downs - Dot #2  
 Maria Fuentes - HMS Host  
 Deanna Henry - Shore Stop #295 Long Neck

Gwen Justice - Shore Stop #234 Briar Park  
 Jennifer LaSalle - Harrington Raceway & Casino  
 Deborah Lockerman - HMS Host  
 Marissa Poore - Tobacco Field II  
 Amy Reed - Giant #388  
 Stephanie Royle - Giant #385  
 Tushar Shah - Liquor Stop  
 Gwen Sullivant - Acme #0826  
 Cameron Thacker - Hockessin Books & Tobacco  
 Tristan Thacker - Hockessin Books & Tobacco  
 Patti Webb - C&C Country Maid



# Top 10 Traditional Retailers October through December 2019

## Drawing Games

### Kent County

Nik's Corner Store	Dover
Uncle Willie's - Woodside	Dover
Mike's Food Mart	Dover
Smyrna News & Tobacco	Smyrna
Milford Plaza Cigarette Outlet	Milford
One Stop	Dover
Cigar Cigarette & More	Smyrna
Stop & Shop - White Oak	Dover
Cheswold News & Tobacco	Dover
Hylton's Market	Camden

### New Castle County

Delaware News Center	Wilmington
Naaman's Beverage Mart, Inc.	Claymont
Tobacco Express, Inc.	Claymont
Tobacco Time	Bear
Fairfax News	Wilmington
Claymont News and Gifts	Claymont
State Line Cigarette Outlet	Newark
New Castle Shell	New Castle
Books & News	Newark
Airport News & Tobacco	New Castle

### Sussex County

Joe's Tobacco Superstore	Delmar
Delmar Liquors	Delmar
Daily Market	Lewes
Harpoon Hanna's	Fenwick Island
Bodie's Market #1	Millsboro
Super Soda Ctr. II - Stein Hwy.	Seaford
Back Bay Tobacco	Millsboro
Bodie's Market #4	Selbyville
General Store	Lewes
Stateline Cig. Outlet	Delmar

## Instant Games

### Kent County

Uncle Willie's - Woodside	Dover
Mike's Food Mart	Dover
Market Place	Milford
Royal Farms #13	Felton
Royal Farms #139	Dover
Smyrna News & Tobacco	Smyrna
Royal Farms #146	Smyrna
Milford Mobil Corp.	Milford
Wawa #853	Smyrna
Royal Farms #151	Dover

### New Castle County

Claymont News and Gifts	Claymont
Tobacco Time	Bear
Fairfax News	Wilmington
Boxwood Books, News & Tobacco	Wilmington
Ho Ho Mart	Wilmington
Avenue Wines & Spirits	Wilmington
Books & Tobacco	Wilmington
Books & News	Newark
Sunoco A-Plus	Claymont
Delaware News Center	Wilmington

### Sussex County

Daily Market	Lewes
General Store	Lewes
Bodie's Market #1	Millsboro
Shore Star Store	Millsboro
BP-Pep-Up Gas Station	Millsboro
Uncle Willie's	Lewes
Back Bay Tobacco	Millsboro
Stop & Shop	Dewey Beach
Selbyville Goose Creek	Selbyville
Shore Stop #254 - Angola	Lewes



# Congratulations to Our Retailers That Sold Instant and Drawing Games Winning Tickets!

## Instant Games Big Winner Locations (October - December 2019)

Game	Prize	Sold By
MONEY TO BURN	\$10,000	Concord Liquors - Wilmington
MONEY TO BURN	\$10,000	Daily Market - Lewes
MONEY FRENZY	\$10,000	Wawa #830 - Smyrna
MONEY FRENZY	\$10,000	Five Points Deli - Laurel
MONEY FRENZY	\$10,000	Mike's Food Mart - Dover
MONEY FRENZY	\$10,000	ACME #2836 - Smyrna
CUBE CROSSWORD HD	\$10,000*	Acme #872 - Wilmington
CUBE CROSSWORD HD	\$10,000*	Speedy Gas - Elsmere
#7	\$15,000	C & D Liquors - Wilmington
\$15,000 BACK SCRATCH	\$15,000*	Royal Farms #123 - Oak Orchard
\$15,000 BACK SCRATCH	\$15,000*	Shore Stop #272 - Harrington
\$25,000 RICHER!	\$25,000*	Tobacco Village - Wilmington
DE DOLLARS	\$40,000*	Shore Stop #298 - Wilmington
50X THE MONEY	\$50,000*	Beaver Brook Liquors - New Castle
CASH IN	\$50,000*	Wawa #867 - Claymont
\$150,000 FORTUNE	\$150,000*	Cheswold News & Tobacco - Cheswold
BONUS PAYOUT	\$150,000*	Appleby Shell - New Castle
MONEY TO BURN	\$250,000*	Delaware Park - Wilmington

\* = Top Prize

## Drawing Games Big Winner Locations (October - December 2019)

Game	Prize	Sold By	Draw Date
LUCKY FOR LIFE ®	\$5,000	Royal Farms #226 - Rehoboth	10/10/19
LUCKY FOR LIFE ®	\$5,000	Claymont News and Gifts - Claymont	10/21/19
MULTI-WIN LOTTO	\$101,035	Felton Goose Creek - Felton	10/28/19
MULTI-WIN LOTTO	\$52,102	Boxwood Books, News & Tob. - Wilmington	11/04/19
MEGA MILLIONS ®	\$10,000	Super Spirits - Stanton	11/05/19
MULTI-WIN LOTTO	\$51,000	Shore Stop #271 - Middletown	11/08/19
MEGA MILLIONS ®	\$10,000	Royal Farms #196 - Wilmington	11/12/19
LUCKY FOR LIFE ®	\$5,000	Payless Tobacco - Seaford	11/25/19
POWERBALL®	\$50,000	Royal Farms #196 - Kirkwood - Wilmington	12/25/19
LUCKY FOR LIFE®	\$5,000	HMS Host Toll-Road - Newark	12/31/19



## EMAIL US YOUR BRIGHT IDEAS

Our Retailers are always coming up with great new ideas to promote or improve Delaware Lottery games. Now there's one place to submit them - our new online Suggestion Box. We'll look at all of the ideas, pick the best one, send a Lottery field rep to interview the person who came up with our top choice and do a "Bright Ideas" feature story that expands the idea. Each future edition of *Ticket Talk* will feature an idea. Maybe we'll publish yours!

Send all your comments or suggestions to [msmwebmail.lottery@delaware.gov](mailto:msmwebmail.lottery@delaware.gov). You can send as many as you'd like.



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