

TICKET TALK

Supporting Delaware Lottery Retailers Issue 68 delottery.com

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MESSAGE FROM DIRECTOR VERNON KIRK

This past year has certainly been like no other. From the unfortunate loss of life, jobs and what was considered “normal,” the COVID-19 pandemic presented one of the most challenging times in recent memory. The safety of our players, Retailers and staff; and delivering the most revenue for the citizens of the state of Delaware remained the primary goal and mission of the Delaware Lottery. The Lottery staff, along with our Retailer network, accomplished just that while working through challenging times. Having survived months of depressed sales at the outset of the pandemic, the Lottery appears to have not only stabilized, but found a new footing.

Last fiscal year, our Retailers earned \$15.1 million in commissions from the Lottery, supporting businesses throughout Kent, Sussex and New Castle counties.

and New Castle counties. The year 2021 also reflects the results of the strategic planning and hard work of the entire Delaware Lottery team. The Lottery staff ensures the security, financial integrity and administration of the business.

Now let’s move forward, welcome and embrace 2022! The Delaware Lottery has great plans for new fun, new games, great prizes, programs and entertainment for the new year! We will continue to bring WIN right to you with our Facebook LIVE events, occurring on Fridays throughout the year (follow us on social media for a schedule). We will still offer opportunities through our long-standing sponsorships with our core

state universities’ athletic programs, Wilmington Blue Rocks, State Fair and festivals. We will continue to innovate by bringing you the newest games, Retailer programs and technology in cooperation with our long-standing Lottery games vendor, Scientific Games.



The return of Facebook LIVE: Nov/Dec 2021

Since 1975, the Delaware Lottery has contributed over \$5.8 billion to the State of Delaware General Fund. We are currently the fifth largest revenue contributor to the state of Delaware. I’m looking forward to continuing this winning tradition with the dedication of our retail partners, loyal players, vendors and staff.

Happy New Year!

Vernon A. Kirk
Director, Delaware Lottery

More than **\$76.7 million** in Instant Game prizes was paid from January – December 2021.

LOOK FOR THESE NEW INSTANT GAMES



INSTANT GAMES EXPIRING SOON

Expiring February 28, 2022

- Merry & Bright (221)
- Top Dollar (208)
- Red, White & Blue 7 (206)
- Ca\$h Club (193)
- Twisted (185)

Expiring March 28, 2022

- Merry Money (225)
- Gifts of Green (224)
- Cash Drop (199)
- Scratch Party (197)
- EZ Win it All (184)
- Fab 4s (183)
- Lion’s Share (182)
- Love to Win (164)

For more information about the closeout schedule, please visit:
<https://www.delottery.com/Instant-Games/Close-Out-Schedule>



The fiscal year that ended in June 2021 exceeded expectations and wound up as the Lottery’s best fiscal year in terms of revenue. Instant sales reached a record high of \$111.5 million for fiscal year 2021 and overall traditional Lottery revenue ended at \$233.8 million. Lottery proceeds represent a small but valuable source of revenue to the state’s general fund and

supports various state services and programs that benefit all the citizens of Delaware.

FY ‘21 was also a great year for our Delaware Lottery players, as they collected over \$124.3 million in prizes.

Our Lottery sales are possible due to our network of over 600 Retailer partners who sell our products. The success of the Delaware Lottery relies on our partnerships with our Retailers, who serve as brand ambassadors for our games. Last fiscal year, our Retailers earned \$15.1 million in commissions from the Lottery, supporting businesses throughout Kent, Sussex

ANNIVERSARY RETAILERS

We'd like to thank the following Retailers for their consistent dedication, year after year.



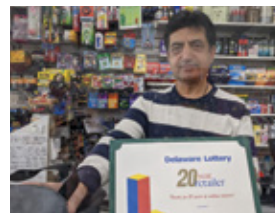
Ajaya - 30 Years
7-Eleven - Penn/Scott



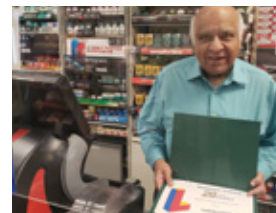
Kiran Patel - 30 Years
Best Liquors



Brittany
20 Years
Royal Farms #110 Dover



Chander Niles Pandey
20 Years
New Castle Shell



Pete Upadhyay
20 Years
Fairfield News



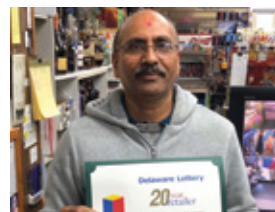
Keith
20 Years
Royal Farms
#114 Harrington



Mukesh Patel
20 Years
Middletown Liquors



Sue
20 Years
Acme #2836 Smyrna



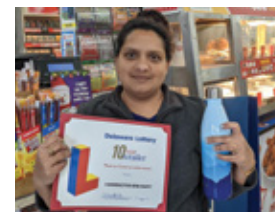
Piyush Patel
20 Years
Super Spirits Stanton



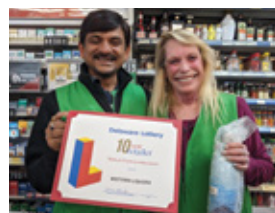
Al Patel
20 Years
Bodie's Market



Rick Patel
10 Years
Beer Wine Liquor



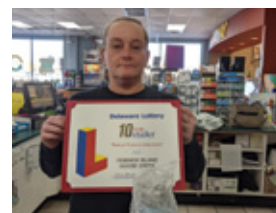
Bijal
10 Years
Farmington Mini Mart



Bob and Linda
10 Years
Midtown Liquors



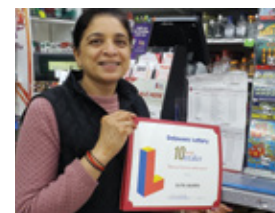
Ben Berk
10 Years
Brookside Package
Company



Catherine
10 Years
Goose Creek Fenwick



Dave Hollen
10 Years
Cheswold News
and Tobacco



Falgani Patel
10 Years
Elite Liquors



Chet Patel
10 Years
Hiway Convenience



Kathy
10 Years
Stateline Cigarette
Outlet Delmar



Kim
10 Years
Delaware Cigarette &
Tobacco Bear



Mr. Patel
10 Years
Lancaster Discount
Liquors



Nilesh Patel
10 Years
Lepore's Liquors



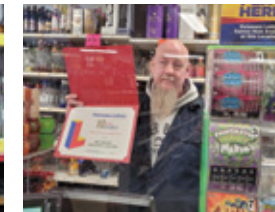
Kuljit Singh
10 Years
Liberty Gas Mart



Ismail Turan
10 Years
Meadowood Mobil



Bahavi and Jack
10 Years
Mike's Food Mart



Justin for Nirav Desai
10 Years
Millsboro Discount
Liquors



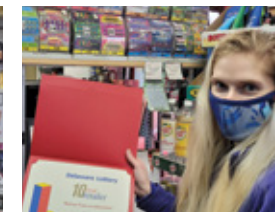
Muhammad
10 Years
7-Eleven - Chestnut Hill



Muhammed Arfan
10 Years
New Castle Sunoco



**Randy for
Indravadan Patel**
10 Years
One Stop Food Market



Megan for Kalpesh Patel
10 Years
Kwik Liquor Mart



John Quinn
10 Years
Quinn's Cafe



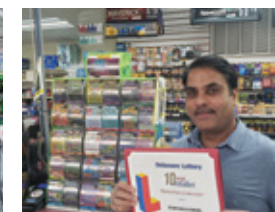
Narinder Singh
10 Years
Shiva Grocery



Amesh
10 Years
Silverside Discount
Liquors



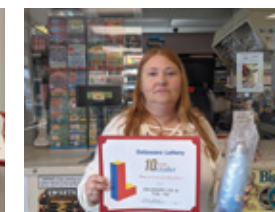
Ricky Singh
10 Years
Speedy Gas Newark



Mahesh Patel
10 Years
Star Gas & Diesel



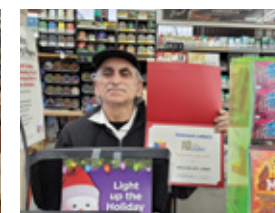
Tasha
10 Years
BJ's Wholesale Club
#354 Wilmington



Tracy
10 Years
Delaware Cigarette &
Tobacco New Castle



Tyreika
10 Years
Royal Farms
#121 Harrington



Tony
10 Years
Uncle Willies - Lewes

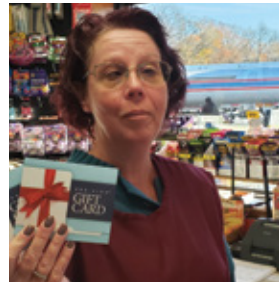
Not Pictured

20 Years
Midway Discount
Liquors
Harrington
Convenient Store
Wilmington

10 Years
Plaza Liquors
Wilmington

HOLIDAY CASH WINNERS

We celebrated the season by giving away \$10,000 in VISA gift cards.



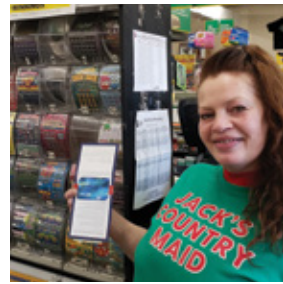
Beth Clark
\$500
Oasis Travel Plaza



Cyndy Zappaterrini
\$500
Avenue Wines and Spirits



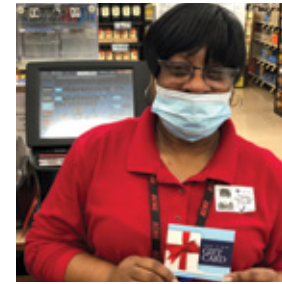
Urvesh Patel
\$500
Creekside Spirits



Catherine Pearson
\$500
Jack's Country Maid



TC Shah
\$500
Liquor Stop



Melissa Hardy
\$100
Acme 813 Wilmington



Ripal Patel
\$100
Liquor Market



Carolyn Horseman
\$100
Royal Farms #123
Oak Orchard



Jitesh Patel
\$100
Schoolside Lukoil



Sandeep Desai
\$100
Sweet Mart



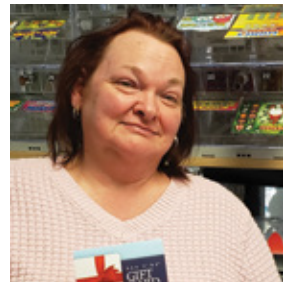
Kassandra Harris
\$500
Manor Pharmacy



Alisha Handy
\$500
Royal Farms
#109 Bridgeville



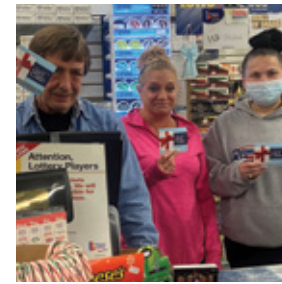
Kathryn Reed
\$500
Selbyville Goose Creek



Tammy Spencer
\$500
Woodside Liquor



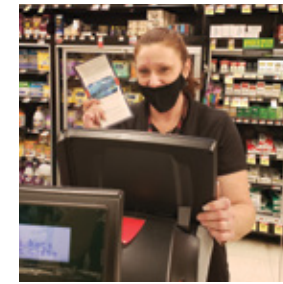
Jon Parks
\$250
Acme 817 Fox Run



**Jerry Foster,
Beverly Anderson
& Tara Hess**
\$50/\$500/\$50
Airport News



Cindy Morse
\$50
#817 Fox Run



Mary J Mueller
\$50
Acme #872
Price's Corner



Mahesh Patel
\$50
Cigar, Cigarette & More



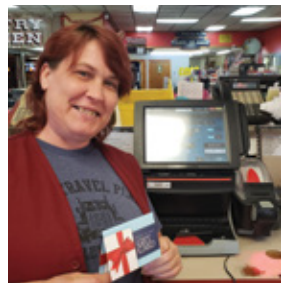
**Sandi for
Annalyn Pickens**
(not pictured)
\$50
Country Cupboard



Doug Thacker
\$250
Hockessin Books
& Tobacco



Alpa Patel
\$250
Marydel Liquor Store



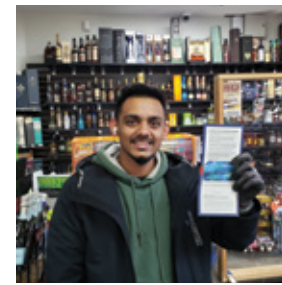
Michelle Selvegny
\$250
Oasis Travel Plaza



Anthony Stackhouse
\$250
Royal Farms #161 Bear



Rachel Brumbaugh
\$250
Shore Stop #245
Little Heaven Frederica



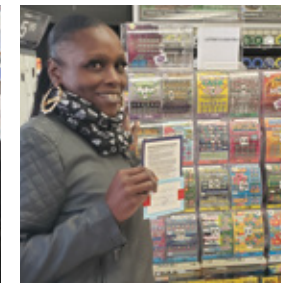
Utkash Patel
\$50
Creekside Spirits



Michael French
\$50
Daily Market



Emy Gonzalez
\$50
DOT Discount Cigarettes
#101 Dover



Juanita Williams
\$50
DOT Discount Cigarettes
#110 W. Dover



Dixit for Sweta Patel
(not pictured)
\$50
Eastside Package



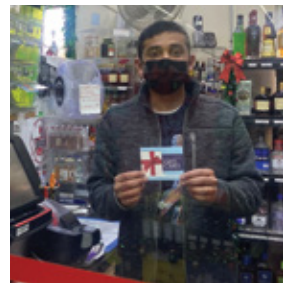
Jamy Yochis
\$250
Shore Stop #295
Long Neck Millsboro



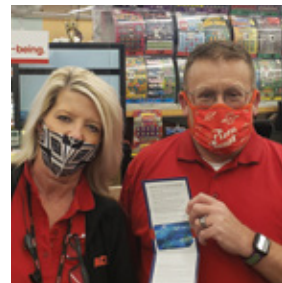
Mirissa Poore
\$250
Tobacco Field II



Tracey Wessell
\$250
United Check Cashing
Dover



**Paral Patel for
Smita Patel**
\$100
Clayton Liquors



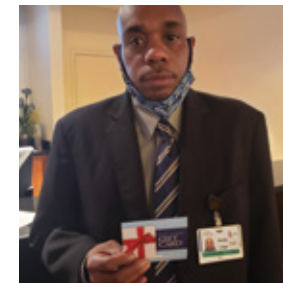
**Thomas Creswell and
Linnie Sayers for
Michael Sanders**
(not pictured) \$100
Acme #806 Suburban
Plaza Newark



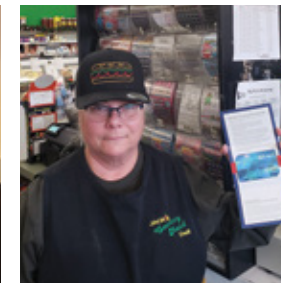
Slavik for Iryna Klimins
(not pictured)
\$50
Fox's Pizza Den



Debbie L. for Kelly White
(not pictured)
\$50
Super G #2351 Millsboro



**Andre for
Jessica Manning**
(not pictured)
\$50
Harrington Raceway
& Casino



Pauline Lewis
\$50
Jack's Country Maid Deli



Krystal Bennett
\$50
K & K Mart

HOLIDAY CASH WINNERS



Erica Carroll
\$50
Newport Exxon



Jay Setren
\$50
Royal Farms #37
Rehoboth



Lisa Cleveland for Joe McGuire (not pictured) \$50
Royal Farms #226
Rehoboth



Christy Jo for Bonnie Lathbury (not pictured) \$50
Selbyville
Goose Creek



Deep Patel
\$50
Shawnee Country Store



Rocky Patel for Amita Patel (not pictured) \$50
Shawnee Country Store



Shivani for Dilip Katrodiya (not pictured) \$50
Shayona Pharmacy



Narinder Singh
\$50
Shiva Grocery



Aaron Kerr
\$50
Shoe Stop #245
Little Heaven Frederica



Rich Desail
\$50
Smith's Liquors



Angela Wilkinson
\$50
Smyrna News



Natalie Dehority
\$50
Woodside Goose Creek

Not Pictured

\$500

Beverly Anderson
Airport News

\$250

Kimberly Robinson
Oasis Travel Plaza

\$100

Abdul Rashid
7-Eleven #35688-H

Flo Rini
Avenue Wines and Spirits

Tristan Thacker
Hockessin Books & Tobacco

\$50

Cameron Thacker
Hockessin Books & Tobacco

Ahmad Richmond
BP Claymont

SPONSORSHIPS



We're excited to sponsor the University of Delaware football and basketball teams once again this year. Look for your chance to win tickets to an upcoming Blue Hens game in 2022.



The Delaware Lottery proudly sponsors the Delaware Thunder Professional Hockey Club. Keep an eye out for your chance to win tickets to an upcoming game, and you could enjoy the on-ice excitement firsthand.



We are once again sponsoring the Delaware State University football and basketball teams, and invite you to join us in cheering them on. Look for your chance to win tickets to an upcoming Hornets game in 2022.

Draw Game payouts exceeded **\$48.6 million** from January - December 2021

DRAW GAMES

A reminder to Retailers this season:

- Players must present a physical ticket for all claims.
- Before paying players, all tickets must be validated through the terminal without exception.
- Pay attention to the cost warning. Credit will not be given if the terminal operator has said "YES" to a cost warning.
- When a ticket is cashed, two receipts are printed. The Retailer should keep one and give the other to the player.



BUILDING EXCITEMENT FOR BIG WINS

Earlier this month, we launched a new awareness campaign that showcases all of the thrills that a big win from the Delaware Lottery can bring. Billboards and radio ads will support the campaign into March. Be sure to display the point-of-sale materials you received in January to keep the excitement going at your retail location.

MORE WAYS TO WIN THIS WINTER

Let your customers know that the new **X BONUS** family of Instant Games are each eligible for Collect 'N Win second chance drawings.



50x Bonus (289), 20x Bonus (288), 10x Bonus (287), 5x Bonus (286)





Jay and Tina Patel
from Delmar Liquors

RETAILER SHOWCASE

Delmar Liquors - Delmar

At Delmar Liquors, owners Jay and Tina Patel attribute their Delaware Lottery sales growth to customer communication and timely service. By staying up to date on the latest promotions and game rules, they're able to ensure a great experience for every Delaware Lottery player who enters their store.

Since adding sports betting and KENO® at their location, they've been able to attract new customers and consistently meet their growth goals. Great work, Jay and Tina!

Shore Stop #255 - Dover

At Shore Stop #255 in Dover, assistant manager Tanya has helped her store's KENO® sales steadily increase by providing outstanding customer service. She enjoys helping customers fill out play slips and answering their general questions about KENO®. Regulars at the store appreciate her guidance, often playing KENO® on their way to work in the morning, then returning in the evening to see if they've won. Her location's 10-week average sales have seen a 50% increase since the previous 10 weeks, thanks to her dedication. Keep up the great work, Tanya and all of the associates at Shore Stop #255.



Tanya from
Shore Stop in Dover

WELCOME NEW KENO® RETAILERS

Tobacco Express - Newark
Dollar World - Claymont
Smoke King - Middletown

Circle K - Wilmington
Sunoco A-Plus - Newark



Retailers awarded more than \$5.6 million in KENO® payouts from January - December 2021

TOP TEN KENO® RETAILERS

Kent County

Mike's Food Mart Dover
Milford Plaza Cigarette Outlet Milford
CGO-American Legion
Milford Post 3 Milford
Smyrna News & Tobacco Smyrna
Shore Stop #255 Dover
Harrington Raceway
and Casino Harrington
Uncle Willie's - Woodside Dover
One Stop Dover
The Greene Turtle Dover
Fraizer's Restaurant Dover

New Castle County

Stanley's Tavern Wilmington
Tobacco Time Bear
McGlynns-People Plaza Newark
Books & News Newark
Boyd's Corner Liquors Middletown
Books & Tobacco Wilmington
McGlynns-Polly Drummond Newark
Airport News & Tobacco New Castle
Christiana Pub Christiana
Chestnut Liquors Wilmington

Sussex County

Stockley Tavern Georgetown
Fox's Pizza Den Millville
Crab Barn Restaurant Millsboro
Daily Market Lewes
Fox's Pizza Restaurant
and Bar Selbyville
The Greene Turtle Lewes
R&R Grill and Bar Laurel
Scotty's Bayside Tavern Selbyville
Harpoon Hanna's Fenwick Island
Shore Star Millsboro

WELCOME NEW RETAILERS

Tobacco Express Newark
Dollar World Claymont
Smoke King Middletown
Wawa 874 Seaford
Circle K Wilmington
Sunoco A-Plus Newark



SELLING TIPS

Keep your Instant Game ticket dispensers full and activate new games as soon as they are available. Your players will appreciate it. Keeping them informed about your store's recent big winners and displaying the most current jackpot amounts are two other great ways to keep players excited about Delaware Lottery games.



Full Instant Game dispenser



Partially full Instant Game dispenser

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 on 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

You can send as many as you'd like.

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Dover, DE 19904-1903
Billing Code (25-07-001)