

TICKET TALK

Supporting Delaware Lottery Retailers Issue 72 delottery.com

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MESSAGE FROM DIRECTOR HELENE KEELEY

An eventful year has passed and a new one is about to begin. As we welcome the new year, I extend my warm greetings to our valued Retailers, players, vendors and staff—and hope you are healthy and well.

We can all agree that 2022 was a year of rapid transformation. Each of us plowed our way through challenges that included: mandatory indoor face masks, recruitment and staff retention, rising rates and inflation. Despite those challenges, the Lottery had another record year of Instant Game sales. We launched our first \$30 Instant Game ticket in April 2022, “Serious Money,” and sales were so successful that we did a second launch in October 2022, “More Serious Money.” We ended the year with \$113 million in Instant Game ticket sales. Vending (PHD) sales reached a new record of \$58 million last year. The LOTTO AMERICA® jackpot became a game record in September 2022 when the jackpot reached \$23 million, and it is still rolling. MEGA MILLIONS® had three significant jackpots during 2022: \$421 million in January, \$1.28 billion in July and \$494 million in October. The POWERBALL® jackpot reached \$632.6 million in January, \$434.8 million in April, and a new world record of \$2.4 billion POWERBALL® jackpot in November.



“We have proven to our team, our players, our Retailers, our beneficiaries, and the small but mighty State of Delaware, that together we can continue to champion Delawareans’ dreams, big and small.”

– Helene Keeley

We renewed the contract with our long-standing partner and vendor, Scientific Games, and look forward to the new technology and opportunities that the new contract will bring to support our mission of generating revenue for the State of Delaware’s general fund which supports the many state services that benefit us all. The pandemic dramatically changed Americans’ lives and the way we operate our businesses. We’ve had to adapt to the changes and come up with solutions to continue to operate efficiently and support our mission. Adjusting to a digital world and launching new services in response to the changing environment prompted us to increase our engagement with our players through digital and social media channels. Conducting Facebook LIVE events to help maintain and strengthen our customer engagement grew very popular amongst our followers.

All we have learned this past year will help drive continued success. We have proven to our team, our players, our Retailers, our beneficiaries, and the small but mighty State of Delaware, that together we can continue to champion Delawareans’ dreams, big and small.

Retailers awarded more than \$75.4 million in Instant Game Prizes from January – December 2022

LOOK FOR THESE NEW INSTANT GAMES



\$50,000 FORTUNE (355)



\$2,500 MONEY MULTIPLIER (354)



PLUS 7 (349)



PLUG IN (357)



SCRATCH AND MATCH (350)



BABY, IT'S SPRING OUTSIDE (353)



MAKE MY DAY! (333)



JUMBO BUCKS (356)



HOT & SIZZLING (340)

INSTANT GAMES EXPIRING SOON

Expiring January 30, 2023

- Crossword (262)
- 7-11-21 (256)
- 10X the Win (252)
- Mega Cash (249)
- Loose Change (240)

Expiring March 6, 2023

- Cash Flurries (285)
- Baby, It's Cold Outside! (284)
- Holiday CA\$H for WORD\$ (283)
- Path to Riches (263)
- Money Wonder (260)
- Double Match (250)
- Triple 777 (247)

Expiring April 3, 2023

- Oh, Snap (282)
- Best Present Ever! (281)
- Naughty or Nice (280)
- Wild Cash Multiplier (261)
- Win it All (259)
- 20X the Win (253)
- Money Bag (245)

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

COLLECT 'N WIN AWARENESS CAMPAIGN

COLLECT 'N
Win!

Our latest Collect 'N Win awareness campaign encourages players to turn their non-winning tickets into extra chances to win this winter. Remind your customers about the second-chance prizes available every month, and remember to display the POS materials sent to your store.



DRAW GAME UPDATES COMING SOON

Stay tuned. The limit for Draw Game advance draws will soon be extended from 10 to 15 for POWERBALL®, MEGA MILLIONS®, LOTTO AMERICA®, MULTI-WIN LOTTO® and LUCKY FOR LIFE®. You will be receiving new playslips for these games. We'll keep you posted.



RETAILER SHOWCASE

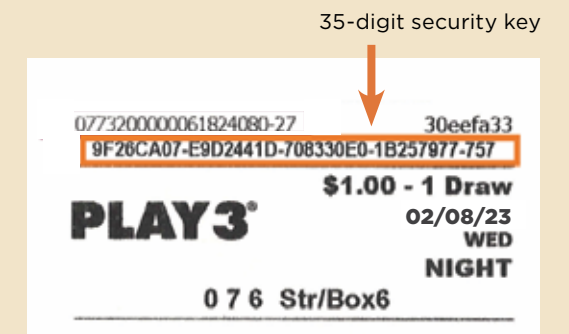
First Stop - Laurel



Mr. Parth Patel, owner of this location and better known as **Rocky** to his customers, is always striving to better his business. He is always inquiring about new signage and displays to help his Lottery products stand out to his customers. Recently his field reps updated his instant display pieces and provided new outdoor signage. This has generated an increase of online and instant sales for Rocky's location. Rocky continues to ask for the Lottery sale, even when his customers are stopping in for a sandwich or drink. He's always aware of the opportunity to gain a new Lottery customer. Rocky, thank you for being a great example of what a Lottery Retailer is.

NEW DRAW TICKET LAYOUT

Starting soon, tickets will include a 35-digit alpha/numeric security key for manual cashing. More information can be found in your Monthly Mailer (also online) and from your Lottery Rep.



WINTER WINNINGS

February 1 - March 31, 2023

Every day this February through March, four (4) players will be randomly selected to win a \$25 e-gift card.

Draw Game payouts exceeded \$52.3 million
from January - December 2022

TOP 10 TRADITIONAL RETAILERS | OCT - DEC 2022

Draw Games

Sussex County

General Store
Daily Market
Super Soda-Stein Hwy.
Super G #389
Fenwick Island Goose Creek
Sweet Mart
Back Bay Tobacco
Bodie's Market #2
Shore Stop #254-Angola
Super G #387

Lewes
Lewes
Seaford
Millville
Fenwick
Milford
Millsboro
Milton
Lewes
Rehoboth

New Castle County

Tobacco Time
Books & News
Fairfax News
Claymont News and Gifts
Airport News & Tobacco
New Castle Shell
Shiva Grocery
Boxwood Books, News & Tobacco
Boyd's Corner Liquors
Ho Ho Mart

Bear
Newark
Wilmington
Claymont
New Castle
New Castle
Wilmington
Wilmington
Middletown
Wilmington

Kent County

Mike's Food Mart
Smyrna News & Tobacco
Shore Stop #255-Greentree
Milford Plaza Cigarette Outlet
One Stop
Mike's Food Market
Stop & Shop-White Oak
Eastside Package
Cigar Cigarette & More
Market Place

Dover
Smyrna
Dover
Milford
Dover
Milford
Dover
Dover
Smyrna
Milford

Instant Games

Sussex County

Daily Market
Wawa #837
Royal Farms #158
Royal Farms #296
Wawa #865
General Store
Royal Farms #295
Back Bay Tobacco
Royal Farms #123
Royal Farms #114

Lewes
Millsboro
Georgetown
Harbeson
Millsboro
Lewes
Millsboro
Millsboro
Millsboro
Laurel

New Castle County

Books & News
Tobacco Time
Books & Tobacco
Fairfax News
Claymont News and Gifts
Wawa #854
Wawa #870
Royal Farms #161
Speedy Mart
Greenville Shell

Newark
Bear
Wilmington
Wilmington
Claymont
Claymont
Bear
Bear
Wilmington
Wilmington

Kent County

Wawa #853
Royal Farms #13
Wawa #876
Market Place
Royal Farms #139
Wawa #848
Royal Farms #51
Smyrna News & Tobacco
Mike's Food Mart
Royal Farms #117

Smyrna
Felton
Camden
Milford
Dover
Dover
Milford
Smyrna
Dover
Hartly

WELCOME NEW RETAILERS

High's #161
High's #162
High's #163
Royal Farms #464
Anon Stop #4
City End Tobacco & Organic Market
Larry's Liquors
Old Skool Liquors
Wegmans
Riverfront Shell
Malin's Deli
Redner's Market #91
Dover Express

Selbyville
Bridgeville
Dagsboro
Wilmington
Millsboro
Rehoboth
Dover
Wilmington
Wilmington
Wilmington
Newark
Lewes
Dover



MEET OUR TERRITORY SALES REPRESENTATIVES



Front Row: Jenny Carter, Greg Gaynor, Jodine Wyatt, Patrick Griffith, Lea Prandeski
Back Row: Leon Joseph Jr., Tracy Campbell, Kyle Stewart, Ed Rawley, Brian Hobson, Deanna Lopez
Not Pictured: Marlon Parker Sr.

Retailers awarded more than **\$6.1 million** in **KENO®** payouts from January – December 2022

KENO® RETAILER SPOTLIGHT

Mike's Food Mart – Dover

Bhavi Patel is the wife of owner Minesh Patel at Mike's Food Mart in Dover. Bhavi always greets her Lottery customers with a smile. This location is in the top five in Kent County and usually in the top ten in the entire state. They were one of our first KENO® locations in the state and from day one have provided a great place for KENO® customers to come and enjoy the game. They encourage their players to try KENO® Bonus and play advance draws. Thank you for your enthusiasm and hard work in being one of our top sellers of KENO®!



Bhavi Patel

NEW KENO® RETAILERS

High's #161 – Selbyville
High's #162 – Bridgeville
High's #163 – Dagsboro
Royal Farms #464 – Wilmington
Anon Stop #4 – Millsboro
City End Tobacco & Organic Market – Rehoboth Beach

Larry's Liquors – Dover
Old Skool Liquors – Wilmington
Wegmans – Wilmington
Riverfront Shell – Wilmington
Malin's Deli – Newark
Redner's Market #91 – Lewes
Dover Express – Dover

TOP TEN KENO® RETAILERS

Kent County

Milford Plaza Cigarette Outlet
Mike's Food Mart
Cigar Cigarette & More
Touchdown Restaurant
Hylton's Market
Market Place
The Greene Turtle
Harrington Raceway and Casino
One Stop
Mike's Food Market

New Castle County

Milford
Dover
Smyrna
Dover
Camden
Milford
Dover
Harrington
Dover
Milford

Sussex County

Bear
Newark
New Castle
Newark
Wilmington
Newark
New Castle
Middletown
Wilmington
Bear
Millsboro
Georgetown
Selbyville
Selbyville
Lewes
Millville
Lewes
Laurel
Fenwick Island
Selbyville



HOLIDAY GIFT CARD WINNERS

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



ALEXA D.
\$500



BEVERLY A.
\$500



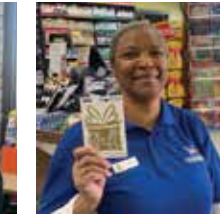
BINDESH S.
\$500



KRISHNA D.
\$500



MELISSA M.
\$500



PATSY J.
\$500



TIMOTHY S.
\$500



AIMEE N.
\$250



AMANDA W.
\$250



ASHOK P.
\$250



CHERYL K.
\$250



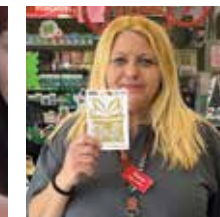
CYNDY Z.
\$250



JOCELYN M.
\$250



KNIESHYA R.
\$250



STACEY W.
\$250



FATAI F.
\$100



MICHAEL F.
\$100



TARA H.
\$100



ARCHIBALD K.
\$50



ERIN F.
\$50



GLORIA G.
\$50



JACK C.
\$50



LORI V.
\$50



MAYNRI P.
\$50



MELISSA H.
\$50



MIKE P.
\$50



MIUHKUMAH P.
\$50



NATHAN F.
\$50



RAY S.
\$50



ROSANE T.
\$50



TERESA J.
\$50

Not Pictured

\$500	\$100	\$50
Dave Z. Juanita W. Karen C.	Brandon F. Cameron T. Crystal R. Laura R. Sean A. Steve H. Subodh M.	Anita P. Dawn K. Deepak P. Doris Anne C. Hakeem K. Jeff B. Jerry D. Jessica H.
\$250		
Kimberly R. Tristan T.		Kenny D. Nelson H. Rhianna V. Robert H. Sanjay P. Tracy T. Vivian F. William H.

RETAILER ANNIVERSARIES

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



40 Years
Royal Farms #44



Dru Modie - 30 Years
Edgemoor Liquors



Jitendra Eddie Patel - 20 Years
Liquor Outlet



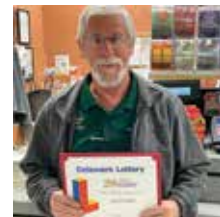
Keith - 20 Years
Harrington Raceway and Casino



Rajal - 20 Years
Bridgeville Discount Liquors



CK - 20 Years
CK's Liquor Locker



Walt - 20 Years
Shop Rite of Newark



Jagtar Singh - 10 Years
US Gas



Ashok Patel - 10 Years
C&D Liquors



Michelle - 10 Years
Royal Farms #160



Chris - 10 Years
Seaford BP



Doug - 10 Years
Hockessin Books



Jaime - 10 Years
Royal Farms #142



Amik - 10 Years
Bay Road Package



Sue - 10 Years
Felton Goose Creek



Mike - 10 Years
Shop Rite - Governor's Square



Himanshu - 10 Years
Smith's Liquors - Townsend



Tim - 10 Years
McGlynn's - Peoples Plaza



Steve - 10 Years
Redner's #57



Courtney - 10 Years
McGlynn's - Polly Drummond



10 Years
Grottos Grand Slam Sports Bar



Hannah - 10 Years
Grottos - Milford



Theresa - 10 Years
JD Shucker's



Luke - 10 Years
Harpoon Hanna's



Amom - 10 Years
Clifton Liquors



Will - 10 Years
Deer Park Tavern



KEEP 'EM FULL

Out of 482 Retailers who were visited by our mystery shoppers in October, 431 won prizes for keeping their Instant Game dispensers full. That's an impressive 89.4%. We were happy to give away 968 USB battery packs as a result, and appreciate all the great work.



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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