

TICKET TALK

Supporting Delaware Lottery Retailers Issue 74 delottery.com

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NEW



The **NEW** Players Club will launch in September 2023.

All point-of-sale materials will be distributed in August. Stay tuned!



Available on PC, phone and tablet devices



Download the app

Delaware Lottery Fun at the State Fair

July 20 - 29, 2023

Come visit the Delaware Lottery booth in the Exhibit Hall at the State Fair!

Don't miss out on fun activities that we will be running throughout the week:

- Summer Sampler: \$12 worth of Draw Game tickets for \$10
- Two daily 2nd Chance Drawings
- State Fair souvenir selfies
- Free New Players Club water bottle
- T-shirt giveaways
- Cornhole competitions



Retailers awarded more than \$19 million in Instant Game prizes from April - June 2023

INSTANT GAMES COMING SOON



7-11-21 (358)



5X CASH SPLASH (370)



10X CASH SPLASH (371)



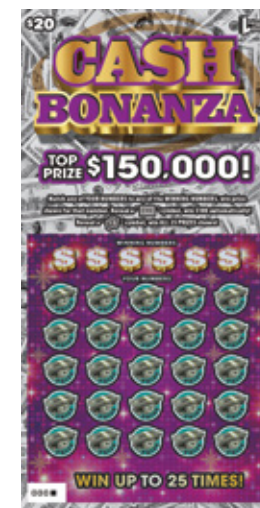
20X CASH SPLASH (372)



50X CASH SPLASH (373)



WIN BIG MONEY (376)



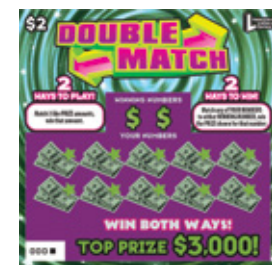
CASH BONANZA (363)



EXTRA CASHWORD (377)



STACKS OF CASH (378)



DOUBLE MATCH (359)



DELUXE MULTIPLIER (374)



WHY DID THE CHICKEN CROSS THE ROAD (364)

INSTANT GAMES EXPIRING SOON

Expiring July 31, 2023

- HELLO MONEY (271)
- 50X BONUS (289)

Expiring August 28, 2023

- JUMBO BUCKS (258)
- CASH BACK (269)
- LOTS OF DOLLARS (270)
- CASH CRAZE (290)
- CASHWORD (295)

Expiring October 2, 2023

- BONUS MONEY (272)
- FEELIN' LUCKY (274)
- 5X BONUS (286)
- 20X BONUS (288)
- WILD BINGO (294)
- WINNING 7 (296)

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

LOOKING AHEAD

Players Club, Game Changes & More

We held a Retailer Roundtable on May 31 in Dover to discuss all the upcoming changes and the impact they will have. We also covered some of the products and programs currently in planning. Here are a few highlights:



New wave terminals and software

- Larger touch screens
- Wireless ticket checkers
- Installation planned for early 2024
- New customer-facing advertising monitors
- Additional self-service terminals

New Players Club loyalty program

- Coming in September 2023
- Check for winning tickets directly on your mobile device or website
- Enter all winning and non-winning tickets for points
- Location-based Retailer locator (app only)
- Electronic playslips for Draw Games (app only)

New and upcoming game changes

- Play 5[®] Draw Game (similar play style to Play 3[®] & Play 4[®])
- Sunday daytime drawing for Play 3[®] & Play 4[®]
- Daily drawings for Multi-Win Lotto
- Potential Mega Millions[®] changes
- Fast Play (Instant Game printed from terminal)
- 50th Anniversary \$50 Instant Ticket

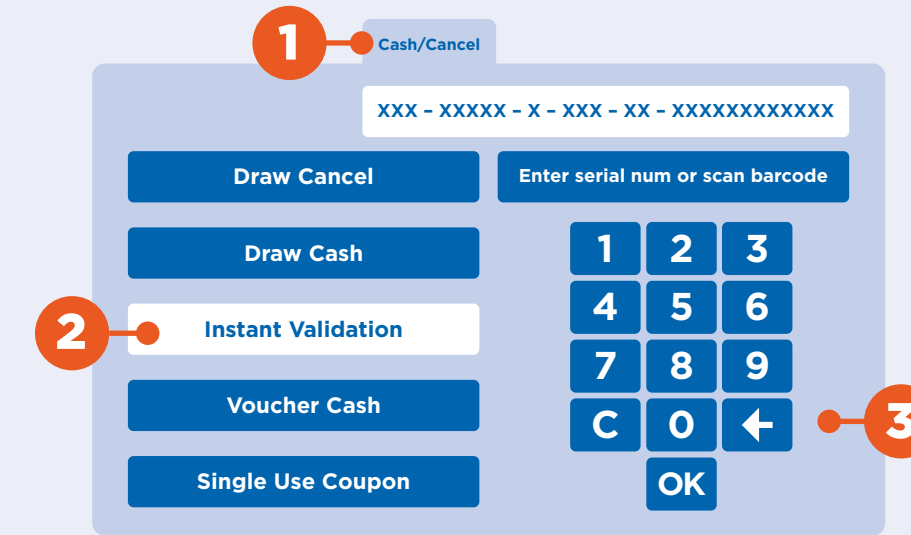
These products and programs are just the beginning. Talk to your field reps and keep an eye on future *Ticket Talk* issues, monthly mailers and the Retailer section of delottery.com for more information.



Retailer Roundtable event

TRAINING SPOTLIGHT

How to manually validate an Instant Ticket



When you are unable to scan the 2D barcode to validate and redeem an Instant Ticket, you can still manually enter the ticket into the Wave Lottery terminal to complete this function for your customer.

Where to manually enter the ticket information needed

Select the **Cash/Cancel** tab 1 along the top navigation bar and then select the **Instant Validation** tab 2 along the left side. Using the key pad 3, enter the **14-digit code** from the

back of the ticket located above the barcode and the **12-digit verification code** from the front of the ticket located under the scratch-off play area.

Where to find the codes needed to manually enter into terminal

Back of ticket



14-digit code

Front of ticket



12-digit code

**Draw Game payouts exceeded \$11 million
from April - June 2023**

TOP 10 TRADITIONAL RETAILERS APRIL - JUNE 2023

Draw Games

New Castle County

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

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

Kent County

Mike's Food Mart
One Stop
Shore Stop #255
Smyrna News & Tobacco
Milford Plaza Cigarette Outlet
Eastside Package
Stop & Shop
Mike's Food Market
Wawa #853
Harrington Raceway and Casino

Dover
Dover
Dover
Smyrna
Milford
Dover
Dover
Milford
Smyrna
Harrington

Sussex County

Super Soda Center II
Daily Market
Sweet Mart
General Store
Super G #389
Shore Stop #254
Liberty Gas Mart
Fenwick Island Goose Creek
Back Bay Tobacco
Acme #2679

Seaford
Lewes
Milford
Lewes
Millville
Lewes
Bridgeville
Selbyville
Millsboro
Rehoboth Beach

Instant Games

New Castle County

Books & News
Tobacco Time
Claymont News and Gifts
Boxwood Books, News & Tobacco
Avenue Wines & Spirits
Wawa #854
Speedy Mart
Royal Farms #196
Wawa #863
Wawa #870

Newark
Bear
Claymont
Wilmington
Wilmington
Claymont
Wilmington
Wilmington
New Castle
Bear

Kent County

Wawa #853
Royal Farms #121
Royal Farms #13
Mike's Food Mart
Royal Farms #139
Wawa #876
Royal Farms #146
Royal Farms #117
Wawa #848
Wawa #855

Smyrna
Harrington
Felton
Dover
Dover
Camden
Smyrna
Hartly
Dover
Dover

Sussex County

Wawa #837
Daily Market
Royal Farms #158
Royal Farms #296
Royal Farms #295
Wawa #865
General Store
Royal Farms #123
Wawa #834
Royal Farms #176

Millsboro
Lewes
Georgetown
Harbeson
Millsboro
Millsboro
Lewes
Millsboro
Lewes
Ocean View



Naaman's Beverage Mart

RETAILER SHOWCASE

Naaman's Beverage Mart

Naaman's Beverage Mart, Inc. has been a Delaware Lottery Retailer since 1975. During that time, the Burlews have seen a lot of changes in their business as well as the Lottery. One thing that has always made them stand out is their ability to adapt to changes. When football wagering started, liquor stores couldn't open early on Sundays to accommodate the business, so Naaman's Beverage put in service windows. Now, with the increase in foot traffic on the weekends, they got creative and added sports service to a mobile trailer in the back of their parking lot. No more trying to cram everyone inside the building. This has freed up a lot of room inside the store at high-volume football times. Always staying one step ahead.



WELCOME NEW RETAILERS

S&R Market
Sid's Liquors
7-Eleven #41263H
Wawa #873

Wilmington
Wilmington
Bridgeville
Newark

THE LOTTERY NEWLY APPOINTED PROMOTIONS

The staff members below have recently been promoted within the Lottery. Each member will still be assisting Retailers with any accounting, marketing and licensing needs.



Barbara Miller
Deputy Director



Joseph Nofsinger
Sales & Retail Development Manager



Heather Shank
Community Relations Officer



Rebecca Hornsby
Fiscal Administrative Officer



Tina Leager
Assistant Director-Finance,
Operations & Security and iGaming



Kelly Truitt and Al Patel

Kelly has been a huge asset to the business since day one and a major part of our growth.

-Al Patel, owner of Bodie's

A FOND FAREWELL TO BODIE'S

In November of 2001, Al Patel purchased the Bodie's Corporation in Georgetown, consisting of five locations in Sussex County. Kelly Truitt (pictured with Al) worked with the previous owners for many years and stayed on when Al purchased the business. "Kelly has been a huge asset to the business since day one and a major part of our growth," Al said. Each store will soon be renamed under new ownership. Let's celebrate Al's career with a look back at the success of Bodie's.

Al Patel and his staff have always been eager to work with Delaware Lottery field reps to increase business. When Sports Pick and KENO® first became available, Al was approached about adding them to his five locations.

He had some initial concerns, but soon found them to be a great way to increase sales and overall business. The results made Al glad that he agreed. He always looked forward to receiving the latest issue of *Ticket Talk* to see his locations consistently make the Top 10 in Sussex County.

Over the past 22 years, Al and his team frequently helped with the Delaware Lottery booth at outdoor events like Punkin Chunkin and June Jam. His clerks frequently competed in our Fastest Fingers contests, placing in the Top Five for many years. We want to thank Al Patel for a great 22 years with the Delaware Lottery and wish him the very best.

A SPECIAL NOTE

The Lottery would like to announce the retirement of Product Marketing Specialist **Cheryl Couvillion**. Cheryl will be retiring from the Lottery after 25 years. Over the years, Cheryl has worked very closely with our Retailers, supporting our core Draw Games and the Sports Lottery operations. We wish her a fond farewell and best wishes on her future endeavors.

Retailers awarded more than **\$1.4 million** in KENO® payouts from April - June 2023

KENO® TOP TEN KENO® RETAILERS



New Castle County

- Tobacco Time
- Boyd's Corner Liquors
- Express Food Market
- Stanley's Tavern
- Books & Tobacco
- McGlynns-Polly Drummond
- McGlynns-Peoples Plaza
- Airport News & Tobacco
- Books & News
- Snack and Tobacco Bazaar

- Bear
- Middletown
- Bear
- Wilmington
- Wilmington
- Newark
- Newark
- New Castle
- Newark
- Newark

Kent County

- Milford Plaza Cigarette Outlet
- Mike's Food Mart
- Hylton's Market
- Cigar Cigarette & More
- Touchdown Restaurant
- The Greene Turtle
- Market Place
- Fraizer's Restaurant
- Harrington Raceway and Casino
- Smyrna News & Tobacco

- Milford
- Dover
- Camden
- Smyrna
- Dover
- Dover
- Milford
- Dover
- Harrington
- Smyrna

Sussex County

- Crab Barn Restaurant
- Fox's Pizza Den
- Nicola Pizza
- Daily Market
- Stockley Tavern
- Fox's Pizza Restaurant and Bar
- R & R Grill and Bar
- Scotty's Bayside Tavern
- CGO-American Legion Post 19
- Harpoon Hanna's

- Millsboro
- Millville
- Lewes
- Lewes
- Georgetown
- Selbyville
- Laurel
- Selbyville
- Laurel
- Fenwick Island

RETAILER SPOTLIGHT

Sunrise Market & Smoke Shop

Sunrise Market & Smoke Shop just celebrated six years with the Delaware Lottery. Not only does Papa (pictured) make sure his customers get great service, he also makes sure they have a great place to hang out and play KENO®. You can see that the inside of the store has a well-defined Lottery location so the customers know exactly where to go to play their favorite games.

NEW KENO® RETAILERS

- S&R Market
- Sid's Liquors
- 7-Eleven #41263H
- Wawa #873
- Famous Chaps Pit Beef

- Wilmington
- Wilmington
- Bridgeville
- Newark
- Rehoboth Beach

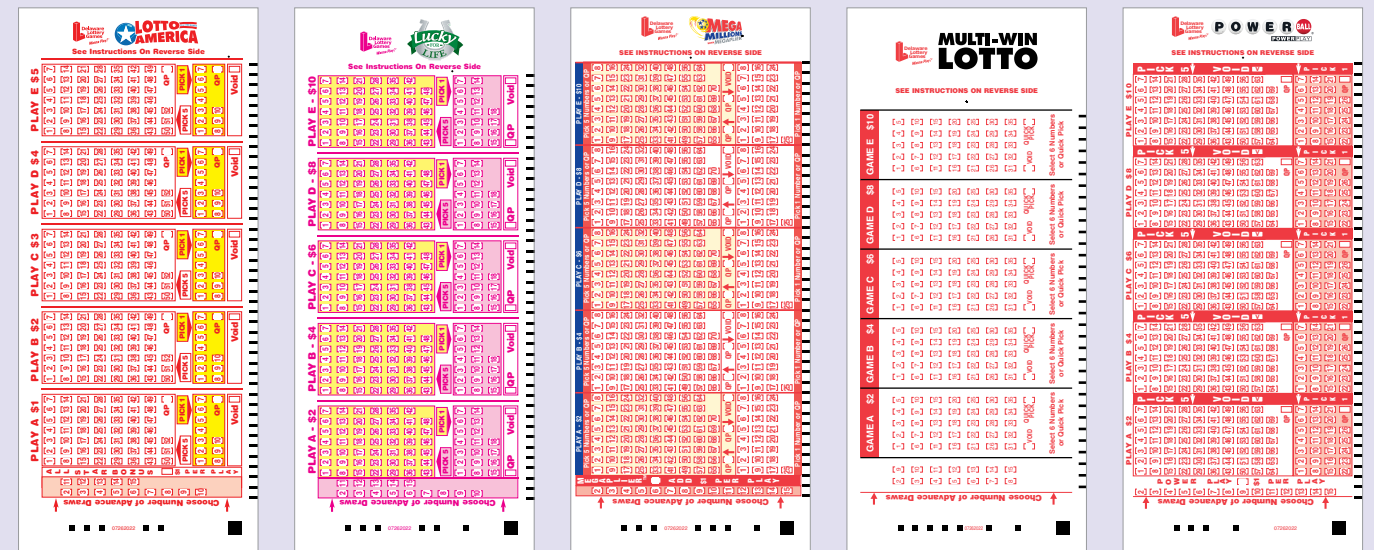
UPCOMING ADVANCE DRAW CHANGES



Starting next year, a software change to all Delaware Lottery terminals will require Draw Game players to choose between manually entering advance draws or running a playslip. The two options will no longer be able to be combined.

Players will be able to enter up to 15 drawings in advance, but they must be marked on the playslip and printed on a single ticket. If they are not selected, a single draw ticket will be printed for the next available drawing. Individual drawings cannot be skipped. The number of advanced draws selected will begin with the next available drawing.

Players can still skip drawings and print individual tickets for now, but be prepared to help guide them through the change next year. The new software will include other features to improve convenience and speed. More information will be provided soon.



INSTANT GAME DELIVERY BAG CODING

Do you know what the color of your Instant Game delivery bag means? New monthly Instant Games are placed in **green** bags. Your weekly order of tickets is placed in **white** bags. The green bags serve as a reminder that new Instant Games have arrived, and your players would love to see them displayed as soon as possible.



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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