

TICKET TALK

Supporting Delaware Lottery Retailers Issue 76 delottery.com

CELEBRATING RETAILER MILESTONES

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DELAWARE LOTTERY RETAILERS



Happy New Year to you all! I hope you celebrated the start of 2024 safely and in good spirits with family and friends. As we embark upon a new season, I want to take a moment to look back on 2023 and thank you all for your commitment and service over the past 12 months.

2023 was another transformative year for the Delaware Lottery. It was a year in which we strengthened the operations further, rolling out important initiatives, that will help to guarantee our continued success in the future. Among these initiatives the following changes took place to increase sales opportunities:

- KENO® draw intervals were shortened from 4 minutes to 3-1/2 minutes. This allowed for 41 additional draws to occur each day.
- A Sunday day drawing was added for PLAY 3® / PLAY 4®; now games are available daily, twice a day.
- MULTI-WIN LOTTO drawings increased from 3 days a week to 7 days a week.

GEM Intelligence®, a Retailer relationship management software, was also implemented in 2023 to help the Lottery Field Reps provide better support and improve efficiencies in servicing the Retailers.

In 2023, we produced fun campaigns like the successful POWERBALL® New Year’s Rockin’ Eve, POWERBALL® NASCAR, and the Instant Holiday Games Second Chance promotion to keep players engaged with instant prizes in addition to entering for bigger jackpot prizes.

The Lottery’s promotions and campaigns are tailored to encourage lottery play, but we remain committed to responsible play. The Lottery’s campaign supporting responsible gambling, “Time Out,” was nominated for the best print ad at the North American Association of State and Provincial Lotteries (NASPL) annual conference.

Over the past year, players tried for their chance at one of the major multi-state jackpots. Last year there were four record jackpots split between POWERBALL® and MEGA MILLIONS® that exceeded \$1 billion! These big jackpots created interest and drove players into your retail locations.

The awareness among regular and new players generates sales that benefit Retailers and the state. Although Delaware didn’t have a big jackpot winner, we had 12 \$50,000 winners and a \$2 million winner from these jackpots.

“Last year there were four record jackpots split between POWERBALL® and MEGA MILLIONS® that exceeded \$1 billion.”

– Helene Keeley

High jackpots drive interest for players, but so do second chance drawings. The Delaware Lottery marketing team working together launched a new Players Club loyalty program that offers more robust cash and merchandise prizes. Players earn points for their lottery purchases and can redeem for a chance to win monthly prizes.

2024 is set to be another exciting year for us. We can look forward to working further on the many initiatives to deliver the best products and technology.

I want to thank you for your continued commitment and effort. Every one of us has an important role to play in the work ahead and I’m confident that together we will achieve great things.

I wish you and your loved ones a happy and successful 2024!

Retailers awarded more than \$75 million in Instant Game prizes from January – December 2023

INSTANT GAMES COMING SOON



SUPER 7S
(375)



MONEY ROLL
(400)



WIN IT ALL
(401)



\$100K
(403)



PLATINUM PAYOUT
(391)



DOUBLE SIDED DOLLARS
(385)



DECO DOLLARS
(402)



DOUBLE MATCH
(399)



HOT 8
(398)

INSTANT GAMES EXPIRING SOON

Expiring February 26, 2024			
\$1,000 MAYHEM	(273)	RED HOT BINGO	(315)
DOUBLE MATCH	(293)	BIG BUCKS BLOWOUT	(318)
WINNER WINNER CHICKEN DINNER	(310)	HOLIDAY CHEER	(336)
Expiring April 2, 2024			
MONEY SPINNER	(275)	(\$1) X THE MONEY	(319)
CATS VS DOGS	(292)	(\$2) X THE MONEY	(320)
TAKE 5	(304)	CASH FLOW	(332)
JUMBO BUCKS: PREMIUM EDITION	(306)	SEASON’S GREETINGS	(335)
Expiring April 30, 2024			
\$100K ULTIMATE CASH!	(309)	MERRY MONEY	(334)
BONUS 7	(323)	ONE-WORD CROSSWORD	(339)

Small State. Big Winners.

Our new winter campaign showcases prize amounts of previous Instant Game, Draw Game, Sports Pick®, and KENO® winners throughout Delaware. Outdoor and POS materials remind players that every ticket is a new chance to win big in this small state. Remember to display the materials sent to your store.



BIG POWERBALL® WINS FROM 2023

2023 has been full of big POWERBALL® wins right here in Delaware. Remind your customers that every POWERBALL® drawing has a big jackpot and plenty of \$50K+ prizes up for grabs to help increase your sales this season.

\$2,000,000

Wawa #861 Newark

\$1,000,000

Super G #389 Millville

\$50,000

Camden Cigars	Camden
Cigar-ette City #2	Newark
Food Lion #2224	Seaford
General Store	Lewes
Seaford BP	Seaford
Shore Stop #236	Felton
Super G #386	Wilmington
Super G #389	Millville
Wawa #816	Claymont
Wawa #834	Lewes
Wawa #836	Bethany Beach
Wawa #859	Middletown
Wawa #870	Bear



Draw Game payouts exceeded **\$47 million**
from January – December 2023

TOP 10 TRADITIONAL RETAILERS OCTOBER - DECEMBER 2023

Draw Games

New Castle County

Tobacco Time
Fairfax News
Books & News
Claymont News & Gifts
New Castle Shell
Airport News & Tobacco
Boxwood Books, News & Tobacco
Shiva Grocery
Boyd's Corner Liquors
State Line Cigarette Outlet

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

Kent County

Mike's Food Mart
Shore Stop #255
Smyrna News & Tobacco
One Stop
Milford Plaza Cigarette Outlet
Wawa #853
Food Lion #1426
Eastside Package
Harrington Raceway and Casino
Shore Stop #231

Dover
Dover
Smyrna
Dover
Milford
Smyrna
Smyrna
Dover
Harrington
Dover

Sussex County

Daily Market
Super G #389
Sweet Mart
General Store
Super Soda Center II
Shore Stop #254
Back Bay Tobacco
Milton De-Lux
Fenwick Island Goose Creek
Royal Farms #176

Lewes
Millville
Milford
Lewes
Seaford
Lewes
Millsboro
Milton
Selbyville
Ocean View

Instant Games

New Castle County

Books & News	Newark
Tobacco Time	Bear
Boxwood Books, News & Tobacco	Wilmington
Claymont News & Gifts	Claymont
Fairfax News	Wilmington
Royal Farms #196	Wilmington
Books & Tobacco	Wilmington
Wawa #854	Claymont
Wawa #863	New Castle
Sunoco A-Plus	Elsmere

Kent County

Wawa #853	Smyrna
Royal Farms #139	Dover
Royal Farms #13	Felton
Royal Farms #121	Harrington
Wawa #876	Camden
Wawa #848	Dover
Shore Stop #231	Dover
Wawa #855	Dover
Mike's Food Mart	Dover
Nick's Corner Store	Dover

Sussex County

Daily Market	Lewes
Royal Farms #295	Millsboro
Wawa #865	Millsboro
Royal Farms #123	Millsboro
Royal Farms #296	Harbeson
Back Bay Tobacco	Millsboro
Wawa #834	Lewes
Royal Farms #263	Selbyville
Royal Farms #158	Georgetown
Wawa #837	Millsboro



HAPPY ANNIVERSARY

Many thanks to each of the following Retailers
for their continued dedication.



40 Years
7-Eleven - Gov. Printz



40 Years
7-Eleven - Newport



20 Years
Acme #3816 -
Middletown



20 Years
Fairfax News Center
- Fairfax



20 Years
Jay's Liquors -
Wilmington



20 Years
Kent Plaza Liquors -
Dover



20 Years
Lynch Heights Mobile
- Milford



20 Years
Milford Plaza
Cigarette Outlet -
Milford



20 Years
Pep Up #1 -
Bethany Beach



20 Years
Schoolside Lukoil -
New Castle



20 Years
Shore Stop #232 -
Dover



30 Years
7-Eleven - Newark



30 Years
Daily Market - Lewes



20 Years
Shore Stop #234 -
Camden



20 Years
Shore Stop #236 -
Felton



20 Years
Shore Stop #237 -
Milford



30 Years
Royal Farms #38 - Seaford



30 Years
Delaware News Center - Wilmington



20 Years
Shore Stop #243 -
Camden



20 Years
Shore Stop #245 -
Frederica



20 Years
Shore Stop #248 -
Dover



20 Years
Shore Stop #249 -
Dover



20 Years
Shore Stop #250 -
Seaford



20 Years
Shore Stop #252 -
Smyrna



20 Years
Shore Stop #253 -
New Castle



20 Years
Shore Stop #254 -
Lewes



20 Years
Shore Stop #255 -
Dover



20 Years
Shore Stop #257 -
Harrington



20 Years
Shore Stop #263 -
Middletown



20 Years
Shore Stop #266 -
Dover



20 Years
Shore Stop #267 -
Wilmington



20 Years
Shore Stop #269 -
Smyrna



20 Years
Shore Stop #272 -
Harrington



20 Years
Shore Stop #279 -
Greenwood



10 Years
7-Eleven - Newark



10 Years
Exxon 896 - Newark



10 Years
Christiana Pub -
Christiana



10 Years
Dot #3 - Milford



10 Years
Dot #110 - Dover



10 Years
Elsmere Liquors -
Wilmington



10 Years
Glasgow Sunoco -
Newark



10 Years
Grotto Pizza - Dover



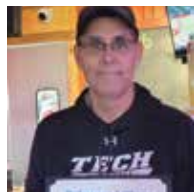
10 Years
Grotto Pizza -
Seaford



10 Years
Grotto Pizza -
Wilmington



10 Years
Hi-Way Inn Liquors -
Wilmington



10 Years
Jeff's Tap Room -
Bridgeville



10 Years
Limestone Shell -
Wilmington



10 Years
Liquor Plus -
Georgetown



10 Years
Milford Shell - Milford



10 Years
Mio Fratello -
Selbyville



10 Years
Pike Creek Liberty
- Hockessin



10 Years
RNR Grill - Laurel



10 Years
Redner's #44 - Dover



10 Years
Redner's #58 -
Camden



10 Years
Royal Farms #151 -
Dover



10 Years
Royal Farms #161 -
Bear



10 Years
ShopRite Four
Seasons - Newark



10 Years
Southbridge BP -
Wilmington



10 Years
Spare Rib Xpress &
Kegler's - New Castle



10 Years
Sunoco A-Plus -
Claymont



10 Years
Timothy's Riverfront
Grill - Wilmington



10 Years
United Check
Cashing - New Castle



10 Years
Woodside Goose
Creek - Felton

Not Pictured

20 Years: Shore Stop #213 - Laurel
Shore Stop #227 - Townsend
Shore Stop #231 - Dover
Shore Stop #256 - Milford
Shore Stop #270 - Milton


10 Years: Rackers - Newark

HOW TO REQUEST AN ADJUSTMENT

- Submit an explanation of the problem transaction along with the problem ticket.
- Include a history with a few successful transactions from before and after the problem transaction.
- Make sure the draw has passed and there are no winners on the ticket.
- Add the completed adjustment form to your Instant Game ticket return bag or mail via USPS (address on back of form).
- **DO NOT SEND THE ADJUSTMENT WITHOUT INCLUDING YOUR INSTANT GAME TICKET RETURNS.**
- Claims must be submitted within 90 days or credit will not be given.

Request for Adjustment

Delaware Lottery
(For Draw Game Tickets)
See instructions on reverse side.

Retailer Identification		Staple Tickets Here Caution  <small>DO NOT STAPLE THROUGH ANY NUMBERS ON TICKETS</small>
Retailer Number:		
Name:		
Address:		
Business Phone:		
Prepared By:		
Adjustment Requested		
Dollars:		
No. Of Tickets		
Time of Error		
Date: (MO/DAY/YR)		Time: <input type="text"/> : <input type="text"/> : <input type="text"/> AM <input type="checkbox"/> PM <input type="checkbox"/>
Ticket Type		
Multi-State Games (PB, MML, etc.)	<input type="checkbox"/> Play 3 <input type="checkbox"/> Day <input type="checkbox"/> Night	<input type="checkbox"/> Play 4 <input type="checkbox"/> Day <input type="checkbox"/> Night
Retailer Statement / Explanation		
For Lottery Use Only		
Disposition of Request		
Adjustment amount of \$ _____ (less 5% commission) has been:		
<input type="checkbox"/> Denied <input type="checkbox"/> Approved		
Processed By:	Date:	Approved By:
Date:		Processed By:
Date:		Date:
White: Lottery Yellow: Retailer Revised: Jan. 2018		

NEW ONLINE TRAINING

Retailers will be receiving new equipment in the first quarter of 2024. In the past, Retailers had to attend in-person training sessions when major upgrades were implemented. Now this training can be completed conveniently online with a new eLearning tool. Training for your employees will also be provided. Keep an eye on your monthly mailers for more detailed instructions or ask your Lottery Field Rep for more information.



UPDATES AND REMINDERS

PLAY 3® and PLAY 4® Sunday Drawing

The additional daytime Sunday drawing at 1:58 PM has been a big success since launching in October. Continuing to remind players about the extra drawing is a great way to increase your PLAY 3® and PLAY 4® sales.

Cost Warning Reminder

Pay close attention to cost warnings. Credit will not be given if the terminal operator selects “YES” after a cost warning is displayed, and players must present a physical ticket for all claims.

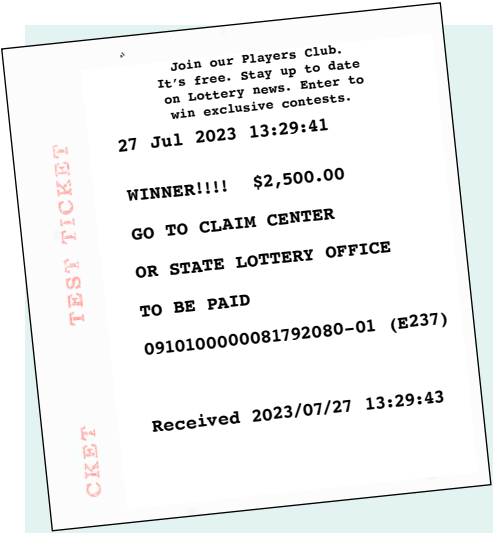
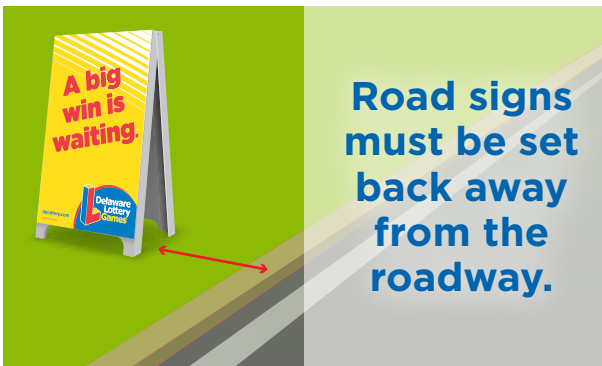
Before paying players, all tickets must be validated through the terminal. When a ticket is cashed, two receipts are printed. You should keep one and give the other to the player.

New Signage

Updated winning number calendars, change mats, and jackpot table sign stickers are on the way. Please remember to display them once they arrive.

Watch Your Road Signs

Delaware Lottery signage must be set back from the roadway to ensure it does not create a hazard or overly distract drivers. Be aware that wind and landscapers occasionally move signs. If signs are out of place, DELDOT will take them and issue a citation through the mail. The Delaware Lottery will not pay or reimburse Retailers for any signage fines, so be mindful of correct placement.



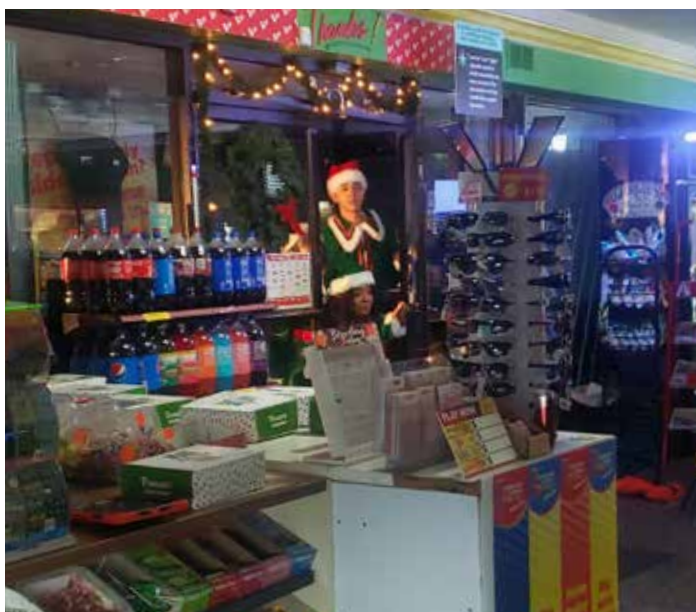
WINNING TICKET REMINDER

If you attempt to validate or cash a winning ticket over \$599, a receipt like the one shown is printed. When you give this receipt to the customer, remember to hand them the winning ticket as well. Claim centers and the State Lottery office need it to cash the ticket.

A NEW HOLIDAY TV SPOT

Thanks to Snack and Tobacco Bazaar

In our latest TV commercial, a very familiar-looking store clerk named Kris (Kringle perhaps?) reminds players that Draw Games and Instant Games make great holiday gifts. The new Players Club is also featured, along with the second-chance prizes it has to offer. Many thanks to the staff at Snack and Tobacco Bazaar for letting us film at their location.



RETAILER SHOWCASE

Airport News and Tobacco and Mike's Food Mart

We would like to give a BIG shout out to two Retailer partners that are truly invested. Mike's Food Mart in Dover and Airport News and Tobacco in New Castle have left no doubt that these locations sell Delaware Lottery products in their stores. Between the signage in the windows and the awnings, they are driving Lottery customers into their stores. Their personal investment shows their commitment to their business and their customers.



Airport News and Tobacco



Mike's Food Mart

TEL-SELL HAS BEEN RELOCATED

You all know the voices of Tel-Sell, but did you know they recently moved? Our support network team has steadily grown over the years. The new larger facility in the Newark area will help them continue to support the Delaware Lottery's Retailer network. Your Scientific Games service techs are also based in Newark. We recently joined the team in their new space for some updated player high-definition terminal (PHD) training.



HOLIDAY GIFT CARD WINNERS

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



\$500

Rhonda B., Paula D., Carianne W., Trina C., Smita P., Yniece C., Falgani P., Kalpesh P., Kishonda W. and Malti M.

\$250

Sandeep R., Shellie M., Stephen K., Sachin P., Pratima P., Scot P., Carla M., Danielle S., Tiffany P. and Hitesh P.

\$100

Walter V., Kachmira M., Tara H., Bhavk D., Paral P., Marlene M., Rychit D., Serafina G., Ricky P. and Laura R.

\$50

Melba M., Dee S., Abigail A., Krishna D., Nicol M., Neel P., Kulin P., Debra S., Jennifer W., Miguel G., Rafia S., Jena H., Christine G., Amol P., Dinesh K., Dru F., Kinni P., Laura C., Steven Z., Mary V., Judine F., Markese M., Javaid I., Sonya D., Subodh M., Benjamin D., Rebecca W., Maria C., Thomas C. and Megan G.



WELCOME NEW RETAILERS

City Liquor

Newport Exxon

Dash In #1406

Delmarva Billiards & Sports Bar

Royal Farms #219

Wawa #880

Acme #0808

Wilmington

Newport

New Castle

Dagsboro

Georgetown

Newark

Wilmington



A NEW MARKETING EMPLOYEE



James Mercer - Lottery Field Representative

James comes to the Lottery with a total of 12 years sales, marketing, and customer service experience. James will be making his rounds in territory 1, our most northern territory, helping to keep you stocked with supplies and new POS, managing Instant Games ticket inventory, training and supporting Lottery regulations. James is excited to get started and put his own spin on the territory. Please help us welcome James to the Lottery team!

Retailers awarded more than **\$6 million** in KENO® payouts from January – December 2023

KENO® TOP TEN KENO® RETAILERS

New Castle County

Tobacco Time
Stanley's Tavern
McGlynn's – Peoples Plaza
McGlynn's – Polly Drummond
Books & News
Boyd's Corner Liquors
Books & Tobacco
Spare Rib Xpress & Kegler's
Airport News & Tobacco
Snack and Tobacco Bazaar

Kent County

Milford Plaza Cigarette
Mike's Food Mart
Touchdown Restaurant
Market Place
Cigar Cigarette & More
The Greene Turtle
Smyrna News & Tobacco
Harrington Raceway & Casino
Nicks Corner Store
Royal Farms #51

Sussex County

Crab Barn Restaurant
Nicola Pizza
Fox's Pizza Den
Daily Market
Fox's Pizza Restaurant and Bar
RNR Grill & Bar
Stockley Tavern
Harpoon Hanna's
De-Lux Dairy Market
Jeff's Tap Room

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

Milford
Dover
Dover
Milford
Smyrna
Dover
Smyrna
Harrington
Dover
Milford

Millsboro
Lewes
Millville
Lewes
Selbyville
Laurel
Georgetown
Fenwick
Seaford
Bridgeville



Nick Caggiano Sr., Kelly Munyan and Nick Caggiano Jr.

RETAILER SPOTLIGHT

Nicola Pizza

Since 1971 Nicola Pizza on Rehoboth Avenue has been a location that families have made a tradition to visit while at the beach. In 2013, they partnered with the Delaware Lottery to offer KENO® at this location. Over the years, they have had steady growth in KENO® sales up until October 2022 when they moved their location to Coastal Highway in Lewes. Since moving there, they have had a tremendous increase in KENO® sales as well as in overall sales for their business. When speaking with Nick Sr., he attributes his success to customer service, the quality of their product and the friendliness of their staff.

When asked how they attract new customers, Nick Sr. said social media and a marquee in front of the store but mostly by word of mouth from existing customers. He has a favorite saying: "Tell a Friend".

Since moving to the new location, KENO® has really drawn customers in and keeps them here longer as they are now playing multiple games. KENO® parties and posting winners joking around with their customers creates fun and excitement which has drawn a lot more interest in KENO®.

The Delaware Lottery wants to thank Nicola Pizza for all of their hard work and dedication to providing their customers access to a wonderful place to eat as well as a great place to enjoy KENO® and sports betting.

HOST YOUR OWN KENO® AND SPORTS PARTIES

KENO® parties continue to be a hit with players and a great way to boost KENO® sales. Contact your field representative to host a KENO® party at your location. A list of upcoming KENO® parties is also available for players on the Delaware Lottery website.



NEW KENO® RETAILERS

Scotty's Bayside Tavern
City Liquor
Newport Exxon
Dash In #1406
Delmarva Billiards & Sports Bar
Royal Farms #219
Wawa #880
Acme #0808

Selbyville
Wilmington
Newport
New Castle
Dagsboro
Georgetown
Newark
Wilmington

SCAN. PLAY. WIN.

Put your Delaware Lottery knowledge to the test for a chance to win a prize.

How it works:

1. Scan the QR code

Use your smartphone to scan the QR code and you'll be directed to a Delaware Lottery trivia question.

2. Answer the trivia question

Test your knowledge with our Delaware Lottery trivia question, fill out the form, and submit your answer.

3. Win a prize

If you answer correctly, you'll be automatically entered to win a prize. Winners will be announced in the next issue of *Ticket Talk*.

Good luck!

Ticket Talk, an official publication of the Delaware State Lottery, is distributed periodically to licensed Delaware Lottery Retailers and others interested in the Lottery's operations. *Ticket Talk* articles may be reprinted in whole or in part without prior approval by the Delaware Lottery; however, a credit line is requested. The Delaware Lottery, 1575 McKee Road, Suite 102, Dover, DE 19904, 302-739-5291.

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Scan this code to answer trivia question.



The Delaware Lottery
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1575 McKee Road, Suite 102
Dover, DE 19904-1903
Billing Code (25-07-001)