

TICKET TALK

Supporting Delaware Lottery Retailers Issue 64 delottery.com

CELEBRATING RETAILER MILESTONES

A special thanks to our
anniversary retailers

Page 2

OUR KEEP 'EM FULL PROMOTION IS BACK

Keep your Instant Game displays
full for a chance to win

Page 14

GIVE PLAYERS MORE CHANCES TO WIN

Talk to your customers
about Collect 'N Win

Page 13

INCREASING SALES THROUGH MULTIPLIERS

See how upselling can benefit
you and your customers

Page 15



RETAILER ANNIVERSARIES



JESSE, MIKE AND SON
45 YEARS
James and Jesse's Barber Shop



LEO - 45 YEARS
Naaman's Beverage



RANDY LOTZ - 45 YEARS
Bayville Package Goods



STANLEY'S TAVERN
45 YEARS



JEFF SMITH (owner)
45 YEARS
Manor Pharmacy



MUKESH PATEL - 30 YEARS
896 Liquors



CINDY FOR DAVID
ZAPPATERRINI - 30 YEARS
Avenue Wines and Spirits



LISA - 30 YEARS
Royal Farms 37



GAURANG SHAH - 30 YEARS
Time Wine and Spirits



PAUL GUPTA - 20 YEARS
Brandywine Liquors



HINA PATEL - 20 YEARS
D & H Liquors



VEE PATEL - 20 YEARS
Newark Bottle Shop



JAY NAINESH - 10 YEARS
Court Street Liquors



JAY - 10 YEARS
Delmar Liquors



NEEL PATEL - 10 YEARS
Derr Liquors



DARBY - 10 YEARS
Dot 115 Bethany



GEORGEANN - 10 YEARS
Downtown Junction



KERAN GUPTA - 10 YEARS
Kirkwood Shell



BAKULESH AMIN - 10 YEARS
Masso's Discount Liquors



VIMAL PATEL - 10 YEARS
Lotsa Wine and More



NIRVANA DESAI - 10 YEARS
Savannah Liquors



AMRIT (manager) - 10 YEARS
Paper mill Shell



JAGDISH PATEL - 10 YEARS
Quick Mart



KIA - 10 YEARS
Royal Farms 141



TYLDEN BRICE (manager) - 10 YEARS
Tax Free Wine and Spirits



FARZAD ROSTAMI - 10 YEARS
Tobacco Express



RAFAT OMAR - 10 YEARS
Uncle Willie's Selbyville



NOT PICTURED

COLLINS PARK LIQUORS
10 YEARS

MIKE'S LIQUOR MART
10 YEARS

HOLIDAY CASH VISA GIFT CARD WINNERS



MARIE CRUZ - \$1,000
United Check Cashing Newark



TARA HESS - \$500
Airport News



BEN BERK - \$500
Brookside Package Co.



TRACY TORRES - \$500
Delaware Food & Tobacco



JUANITA WILLIAMS - \$500
Dot Discount 110



TYLER LARRIMORE - \$500
Harrington Raceway and Casino



DOUG (pictured), JARED AND CAMERON THACKER - \$100/\$250/\$500
Hockessin Books & Tobacco



TUSHAR SHAH - \$500
Liquor Stop



CINDY FOR DAVE ZAPPATERRINI - \$250
Avenue Wines & Spirits



ANDRE BATSON - \$250
Harrington Raceway and Casino



JENNIFER MURPHY - \$250
Shore Stop 295



ANANDI FOR ANSHUM SHARMA - \$250
Star Gas & Diesel



GREG LONG - \$100
Acme Market Middletown



INZAMAM ALVI - \$100
Bridgeville BP



BRIGID FRASCA - \$100
Daily Market



BECKY MINKER - \$100
Delaware Cig & Tobacco Outlet



MAYANK BHAVSAR - \$100
Mack's Mini Mart



JEFF SMITH - \$100
Manor Pharmacy



NEEL PATEL & DIMPLE PATEL (not pictured) - \$50/\$100
Spruance City Liquors



ALICIA AGUILERA - \$50
Acme



ERICA MULL - \$50
Acme 2679 Rehoboth Beach



AUDREY THOMPSON - \$50
Acme College Square



JAMES ROMAN - \$50
Bay Road Package Store



CHEVY EVANS - \$50
Bodie's Market Selbyville



AHMAD RAHMAN - \$50
Claymont BP



URVESH PATEL - \$50
Creekside Spirits

HOLIDAY CASH VISA GIFT CARD WINNERS



LINDA LYONS - \$50
Harrington Raceway and Casino



DRU FAWCETT - \$50
Jack's Country Maid



**AMBER (CSR) FOR
GL JEFFERSON - \$50**
Jeff's Taproom



CHANDER PANDEY - \$50
New Castle Shell



**KEISHA (CSL) FOR
SHAWANDA GARRISON - \$50**
Royal Farms 109



FRANCINE DUNNING - \$50
Royal Farms 146



**JEANY HICKEY FOR
CURTIS HICKEY - \$50**
Shop Rite Four Seasons



SAMIR PATEL - \$50
Shore Star



ANESH KALYANPU - \$50
Silverside Liquors



TALAL KHAN - \$50
State Line Tobacco



BRIAN MCGINNIS - \$50
The Right Bottle



TRACEY WESSELL - \$50
United Check Cashing Dover



SANJAY PATEL - \$50
United Check Cashing Rt 273



SEJAL PATEL - \$50
Willow Grove Food Mart



**GLENN (manager),
FOR KELLY LITUSKI - \$50**
Woodside Goose Creek

NOT PICTURED

PRIZE AMOUNT: \$500

Winner's Names	Store Names
Alicia Courtney	Smitty McGee's
Marissa Poore	Tobacco Field II
Kelly Biggs	Shore Stop #295

PRIZE AMOUNT: \$250

Linda Wardrup	Acme #2679 - Rehoboth
Nancy Kolonia	Tobacco Time
Shirley Burris	Shore Stop
Leo Mozzoni	Naaman's Beverage
Matthew Province	Savannah Discount Liquors

PRIZE AMOUNT: \$100

Winner's Names	Store Names
Alicia Seals	Airport News & Tobacco

PRIZE AMOUNT: \$50

Carly Matarese	Shore Stop #295
Gabrielle Palmer	Tobacco Time
Upesh Vyas	Pep-Up Longneck
Laura Ellis	Giant Food
Heather Woodall	Naaman's Beverage
Jennefer Maldonado	The Crab Barn
Julie Lugos	Acme #2679 - Rehoboth

RETAILER SPOTLIGHT

COVID-19 has changed so much about how we do business with our customers. It has even separated us from them a little more, but it is all in the interest of safety. At **Mike's Food Mart in Dover**, owner Minesh Patel had clear barriers installed to protect his customers and his employees. His employees also wear face masks during their shifts.

But even with these changes, you can see that Mike's still presents the Delaware Lottery in a professional manner. Hats off, masks on for putting forth the effort and expense in adapting to these changing times.



TOP 10 TRADITIONAL RETAILERS

OCTOBER - DECEMBER 2020

Drawing Games

Kent County

Mike's Food Mart	Dover
Market Place	Milford
CGO-David C. Harrison Post #14	Smyrna
One Stop	Dover
Stop & Shop - White Oak	Dover
Smyrna News & Tobacco	Smyrna
Milford Plaza Cigarette Outlet	Milford
Shore Stop #255 - Greentree	Dover
Uncle Willie's - Woodside	Dover
Mike's Food Market	Milford

New Castle County

Tobacco Time	Bear
New Castle Shell	New Castle
Fairfax News	Wilmington
Boxwood Books, News & Tobacco	Wilmington
Claymont News and Gifts	Claymont
Books & News	Newark
Books & Tobacco	Wilmington
Ho Ho Mart	Wilmington
Airport News & Tobacco	New Castle
Market Street Shell	Wilmington

Sussex County

Daily Market	Lewes
Shore Star	Millsboro
General Store	Lewes
Super Soda Ctr. II - Stein Hwy.	Seaford
Back Bay Tobacco	Millsboro
Super G #389	Millville
Quick Stop	Blades
Super G #387	Rehoboth
Fenwick Island Goose Creek	Selbyville
Uncle Willie's	Lewes

Instant Games

Kent County

Uncle Willie's - Woodside	Dover
Market Place	Milford
Wawa #853 - Smyrna (S)	Smyrna
Royal Farms #139*	Dover
Wawa #876	Camden
Royal Farms #13*	Felton
Mike's Food Mart	Dover
Royal Farms #117*	Hartly
Royal Farms #151*	Dover
Shore Stop #232 - Cheswold	Dover

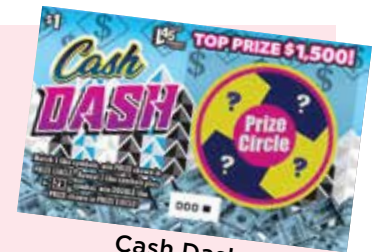
New Castle County

Fairfax News	Wilmington
Claymont News and Gifts	Claymont
Tobacco Time	Bear
Boxwood Books, News & Tobacco	Wilmington
Ho Ho Mart	Wilmington
Books & News	Newark
Books & Tobacco	Wilmington
Wawa #867	Claymont
Delaware News Center	Wilmington
Wawa #854 - Claymont Phil. Pike	Claymont

Sussex County

Daily Market	Lewes
BP-Pep-Up Gas Station	Millsboro
General Store	Lewes
Bodie's Market #1	Millsboro
Royal Farms #263*	Selbyville
Uncle Willie's	Lewes
Back Bay Tobacco	Millsboro
Wawa #865 - Long Neck	Millsboro
Stop & Shop	Dewey Beach
Wawa #837 Rt. 113	Millsboro

NEW INSTANT GAMES COMING SOON



Cash Dash
233



\$4K Madness
246



Dreamin' XXL
242



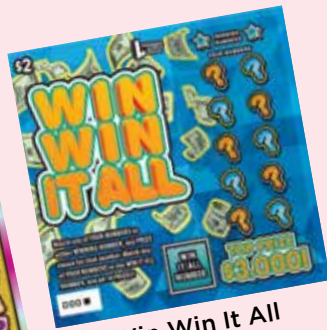
Loose Change[®]
240



Money Bag
245



Picture Puzzle Fun
241



Win Win It All
216



Ca\$h Plus[®]
244



\$40,000 Richer
231



Big Money
238

INSTANT GAMES EXPIRING SOON

FEBRUARY 2, 2021

Game Name

Winner Winner Chicken Dinner
Moo-Lah
Fat Wallet
Neon 7

Game#

130
131
141
899

MARCH 29, 2021

Game Name

\$25,000 Richer!
Ca\$h In
Money Mayhem
Peng-Win!

Game#

136
138
145
161

MARCH 1, 2021

\$15,000 Back Scratch 137
Double Win 144
The Addams Family Fortune 151
Happy New Year 2020 165

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

BIG WINNER

**Congratulations to our Retailers
winning tickets from**

Drawing Games

Game	Prize	Sold By	Draw Date
PLAY 4 ⁺	\$12,500	Royal Farms #141 - Ellendale	10/03/20
PLAY 4 ⁺	\$10,000	Bedford's Country Maid - New Castle	10/03/20
PLAY 4 ⁺	\$10,000	896 Liquors - Newark	10/05/20
PLAY 4 ⁺	\$15,000	ACME #817 - Fox Run - Bear	10/05/20
PLAY 4 ⁺	\$10,000	Smyrna News & Tobacco - Smyrna	10/05/20
PLAY 4 ⁺	\$12,500	Sunoco A-Plus - Claymont	10/05/20
PLAY 4 ⁺	\$10,000	896 Exxon - Newark	10/05/20
PLAY 4 ⁺	\$15,000	ACME #2679 - Rehoboth Beach	10/05/20
PLAY 4 ⁺	\$15,000	ACME #817 - Fox Run - Bear	10/05/20
PLAY 4 ⁺	\$10,000	Boyd's Corner Liquors - Middletown	10/05/20
LUCKY FOR LIFE [®]	\$5,000	Smoke and Shop - Wilmington	10/05/20
PLAY 4 ⁺	\$10,000	Exxon - Foulk Road - Wilmington	10/06/20
PLAY 4 ⁺	\$12,500	Tobacco Time - Bear	10/12/20
LUCKY FOR LIFE [®]	\$5,003	Bayville Package Store - Selbyville	10/19/20
MEGA MILLIONS [®]	\$10,000	Village Package Store - Dover	10/21/20
PLAY 4 ⁺	\$12,500	Royal Farms #176 - Ocean View	11/13/20
POWERPLAY [®]	\$100,000	Daily Market - Lewes	11/14/20
PLAY 4 ⁺	\$12,500	Tobacco City - Newark	11/21/20
PLAY 4 ⁺	\$15,000	Mike's Food Mart - Dover	11/21/20
PLAY 4 ⁺	\$10,000	North DuPont Shell - New Castle	11/21/20
PLAY 4 ⁺	\$17,500	Uncle Willie's - Woodside - Dover	11/24/20
PLAY 4 ⁺	\$105,000	PW Fuels - Wilmington	11/24/20
PLAY 4 ⁺	\$50,000	Magic 7 Convenience Store - Dover	11/24/20
PLAY 4 ⁺	\$155,000	National Liquors - Wilmington	11/24/20
PLAY 4 ⁺	\$85,000	Tobacco Time - Bear	11/24/20
PLAY 4 ⁺	\$15,000	Tobacco Field II - New Castle	11/24/20
PLAY 4 ⁺	\$10,000	Gas & Go - Smyrna	11/24/20
PLAY 4 ⁺	\$22,500	One Stop - Dover	11/24/20
PLAY 4 ⁺	\$10,000	Back Bay Tobacco - Millsboro	11/27/20
PLAY 4 ⁺	\$25,000	Shell - New Castle	12/03/20
PLAY 4 ⁺	\$25,000	Shore Stop #267 - Wilmington	12/03/20
PLAY 4 ⁺	\$10,000	Wawa #834 - Lewes	12/09/20
KENO [®]	\$10,002	Shell - New Castle	12/09/20
PLAY 4 ⁺	\$10,000	Your Neighborhood Store - Millsboro	12/11/20
PLAY 4 ⁺	\$10,000	Printz Liquors - Wilmington	12/12/20
PLAY 4 ⁺	\$12,500	Tobacco Express, Inc - Claymont	12/12/20

1,500,097 Tickets, Giving Away a Total of \$27,401,471.

LOCATIONS

that sold Instant and Draw games
October – December 2020!

Game	Prize	Sold By	Draw Date
PLAY 4 [*]	\$10,000	Concord Liquor - Wilmington	12/12/20
PLAY 4 [*]	\$10,000	Daily Market - Lewes	12/12/20
PLAY 4 [*]	\$10,000	General Store - Lewes	12/13/20
PLAY 4 [*]	\$27,500	Clifton Liquors - Wilmington	12/14/20
PLAY 4 [*]	\$12,500	Goose Creek - Selbyville	12/18/20
PLAY 4 [*]	\$12,500	Bunting's Package Store - Frankford	12/18/20
PLAY 4 [*]	\$12,500	Hank's House of Liquors - New Castle	12/19/20
MEGA MILLIONS [*]	\$10,000	Royal Farms #171 - Laurel	12/25/20
PLAY 4 [*]	\$25,000	Milford Plaza Cigarette Outlet - Milford	12/29/20
PLAY 4 [*]	\$50,000	Shore Stop #248 - N. Dover	12/30/20
PLAY 4 [*]	\$50,000	Sunoco A-Plus - Newark	12/30/20

Instant Games

Game	Prize	Sold By
Six Figures	\$10,000	Goose Creek - Felton
Six Figures	\$10,000	Liquor Land - Seaford
Six Figures	\$10,000	Samson's Country Maid - Newark
Six Figures	\$10,000	Royal Farms #99 - Newark
Merry Money	\$10,000*	State Line Cigarette Outlet - New Castle
Merry Money	\$10,000*	BP-Pep-Up Gas Station - Millsboro
Ca\$h Word	\$10,000*	Shore Stop #232 - Cheswold
Ca\$h Word	\$10,000*	Big D's Food Store - Wilmington
Cash Bonus	\$15,000*	Geo's Liquors - Felton
Red, White & Blue 7	\$15,000*	Payless Tobacco - Seaford
\$\$ Craze	\$25,000*	Wawa #857 - New Castle
Win It All \$25,000 Blowout!	\$25,000*	Shell - New Castle
Win! It! All!	\$25,000*	Daily Market - Lewes
Top Dollar	\$50,000*	Royal Farms #38 - Seaford
Show Me \$100,000 Cash	\$100,000*	7-Eleven #33102 - Newark
Limited Edition	\$100,000*	Boxwood Books, News & Tobacco - Wilmington

*Top Prize

KENO®

Fun. On the spot.

TOP TEN RETAILERS

Kent County

Mike's Food Mart - Dover
 Market Place - Milford
 Milford Plaza Cigarette Outlet - Milford
 Cigar Cigarette & More - Smyrna
 CGO-American Legion Milford
 Post 3 - Milford
 Smyrna News & Tobacco - Smyrna
 Super Spirits - Camden
 The Greene Turtle - Dover
 One Stop - Dover
 Cheswold News & Tobacco - Dover

New Castle County

McGlynns-Polly Drummond - Newark
 Tobacco Time - Bear
 Game Changers Sports Bar - Newark
 Books & Tobacco - Wilmington
 Malin's Market - Newark
 Stanley's Tavern - Wilmington
 Books & News - Newark
 McGlynn's - Peoples Plaza - Newark
 Christiana Dash In (#1456) - New Castle
 Spare Rib Express & Kegler's - New Castle

Sussex County

Shore Star - Millsboro
 Stockley Tavern - Georgetown
 Crab Barn Restaurant - Millsboro
 Scotty's Bayside Tavern - Selbyville
 R&R Grill and Bar - Laurel
 Back Bay Tobacco - Millsboro
 Daily Market - Lewes
 Fox's Pizza Den - Millville
 Fox's Pizza Restaurant and Bar - Selbyville
 Smitty McGee's - Selbyville

NEW KENO® RETAILERS

Speedy Country Maid
 Silverside Discount Liquors
 Driftwood Spirits
 Carriage House Liquors
 Charles Liquors

New Castle
 Wilmington
 Dover
 Wilmington
 Wilmington

Townsend Tavern & Liquors
 Miller Road Liquors
 Camden Pharmacy
 Gas N Go

Townsend
 Wilmington
 Camden
 Wilmington

WELCOME NEW RETAILERS

Tiger Mart
 Carriage House Liquors
 Speedy Country Maid
 Camden Pharmacy
 Townsend Tavern & Liquors
 N. Dover
 Wilmington
 New Castle
 Camden
 Townsend



KENO® RETAILER SPOTLIGHT

Donna Vandenneuvel, Manager at **Stockley Tavern in Georgetown**, says their recent success in KENO® is due to their staff treating their customers like family. Stockley Tavern has been a Delaware Lottery partner for 3 years and has managed to grow their KENO® sales to be in the top ten in the state. Great job and keep up the good work.



COLLECT N' WIN

Help Your Customers Get Rewarded With Collect 'N Win

With **three top prizes of \$1,000**, **two \$750 cash prizes**, and **seventy-five \$50 cash prizes**, Collect 'N Win drawings give Lottery players a second chance to win every month. Encourage your customers to register for Collect 'N Win at delottery.com and let them know which games are eligible to keep your customers excited about Delaware Lottery offerings. The following games are currently eligible for Collect 'N Win:



KEEP 'EM FULL



Full Instant Game dispenser means you are eligible for a prize.



Partially full Instant Game dispenser means you are ineligible for a prize.

From Monday, January 11, 2021 to Friday, February 19, 2021, the Delaware Lottery will be sending mystery shoppers to random stores throughout Delaware. If your Instant Game ticket dispenser units are full when a mystery shopper visits your store, the Lottery cashier on duty will start the year with a prize from the Delaware Lottery.

Full Dispensers Are a Win-Win

In addition to the chance of winning a prize for full Instant Game ticket dispenser units, full dispenser units help remind customers to purchase tickets and can stimulate impulse sales of Instant Games – increasing your sales and commissions.

Promotion rules & eligibility

Full Instant Game ticket dispenser units mean that every slot must be filled with an Instant Game. You may split a pack into two spots if necessary. Loaded correctly means that the Instant Game ticket graphics side must be displayed to the players. The instructions side should not be visible to the players.

GROW YOUR SALES WITH DRAW GAME MULTIPLIERS

Multipliers aren't just a chance at bigger prizes. They're also a great way to increase sales. Remember to ask Draw Game players if they would like to include

a multiplier with their purchase. Multiplier bonuses are available for **POWERBALL**®, **LOTTO AMERICA**® and **MEGA MILLIONS**®.



Delaware Lottery Games

MEGA MILLIONS
with **MEGAPLIER**

52	48	70	64	12	MP 25
43	56	23	14	42	M
69	7	46	21	02	
5	45	24	29		
	17	55	23		

Delaware Lottery Games

Delaware Lottery Games

LOTTO AMERICA
ALL-STAR BONUS

16	44	45	51	25	SB 04
07	46	18	35	25	SB 06
01	03	16	17	43	SB 02
15	22	36	39	52	SB 07
02	17	28	34	42	SB 10

Delaware Lottery Games

Delaware Lottery Games

POWERBALL
POWERPLAY™

15	48	69	68	35	PB 12
23	45	53	25	61	PB 09
01	24	35	68	45	PB 03
65	54	42	28	17	PB 24
33	68	34	14	55	PB 16

Delaware Lottery Games

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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