



RETAILER CONNECTION

February
2022



\$10
Hot 7s
\$777,777 top prize



\$5
FRIENDS™
\$100,000 top prize



\$2
Bankroll Multiplier
\$25,000 top prize



MONEY MONDAY

New Scratchers on Feb. 28

Three new Scratchers games will begin delivery on MO Money Monday, Feb. 28. Earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash** a ticket from each game by midnight the day after delivery.

Congrats to the MDC Class of 2021

2021 was a phenomenal year for Lottery sales. A record-breaking 221 retailers sold more than \$1 million in Lottery tickets during the calendar year – up 49% from 2020 and up 130% from 2019.

Congratulations and thank you for your important role in funding education programs for Missouri students.



7-ELEVEN 27838C, ST. LOUIS
7-ELEVEN 29027B, FESTUS
AYERCO 25, TAYLOR
AYERCO 29, KIRKSVILLE
B & B KWIK STOP, SULLIVAN
BELLEFONTAINE BP, ST. LOUIS
BEVERLY HILLS SUPERMARKET, SAINT LOUIS
BLACK JACK LIQUOR, BLACK JACK
BREAK TIME 3072, OWENSVILLE
BREAK TIME 3118, JEFFERSON CITY
BREAK TIME 3125, POPLAR BLUFF
BREAK TIME 3133, SIKESTON
BREAK TIME 3135, DEXTER
BREAK TIME 3151, SIKESTON
C MART, PARK HILLS
CAR-MAC'S, HOLLAND
CASEYS 1137, FARMINGTON
CASEYS 1711, CHARLESTON
CASEYS 2907, CHARLESTON
CASEYS 3803, PARK HILLS
CIRCLE K 1603, FENTON
CIRCLE K 1616, ST. ANN
CIRCLE K 1628, ST. LOUIS
CIRCLE K 1637, O'FALLON
CIRCLE K 1641, ST. CHARLES
CIRCLE K 1644, ST. CHARLES
CIRCLE K 1658, ST. LOUIS
CROWN MART, ST. LOUIS
CROWN MART 17, JENNINGS
CROWNWAY MART #2, ST. ANN
DIERBERGS-BOGEY HILLS, ST. CHARLES
DIERBERGS-FLORISSANT, FLORISSANT
DIERBERGS-LEMAY, ST. LOUIS
DIERBERGS-MCKENZIE PNT, ST. LOUIS

DIERBERGS-TELEGRAPH, ST. LOUIS
DIERBERGS-W OAK, CREVE COEUR
DISCOUNT SMOKE SHOP 36, ST. LOUIS
DISCOUNT TOBACCO WARE HOUSE, SIKESTON
DUNN MART, FLORISSANT
ENERGY EXPRESS 1315, ST. LOUIS
ENERGY EXPRESS 1988, FLORISSANT
FASTLANE CENTRAL 24, WARRENTON
FASTLANE MUEGGE 40, ST. CHARLES
FASTRIP, CASSVILLE
FAS-TRIP 105, UNION
FAS-TRIP 108, WASHINGTON
GAS MART 12, ST. LOUIS
GAS MART 26, ST. LOUIS
GAS MART 30, WEST. ALTON
GAS MART 31, WEST. ALTON
GAS MART 4, JENNINGS
GERBES 118, JEFFERSON CITY
GOOD TIME, ST. LOUIS
GOODTIMES 3, JENNINGS
HALLS FERRY FUEL & FOOD, FLORISSANT
HANLEY HILL GROC & LIQ, ST. LOUIS
HARMON TIRE CO, RAYMORE
HARPS FOOD STORE 206, FARMINGTON
HARPS FOOD STORE 209, JACKSON
HUCKS FOOD STORE 264, FLORISSANT
HUCKS FOOD STORE 271, CAPE GIRARDEAU
HY-VEE 1033, BLUE SPRINGS
HY-VEE 1261, INDEPENDENCE
HY-VEE 1380, LEES SUMMIT
HY-VEE 1542, RAYTOWN
HY-VEE 1552, ST. JOSEPH
HY-VEE 1641, SPRINGFIELD
HY-VEE GAS, ST. JOSEPH

JEFFERSON MOTOMART 3370, ST. LOUIS
JENNINGS CONVENIENCE CTR, JENNINGS
JOEL'S BENTON PARK BP, ST. LOUIS
KINGS LIQUOR MART, ST. LOUIS
KUM & GO 471, SPRINGFIELD
KUM & GO 561, SPRINGFIELD
KUM & GO 563, SPRINGFIELD
LAKE OASIS CONV STORE #1, CAMDENTON
LEMAY BP, ST. LOUIS
LMC CONVENIENCE STORE, WAYNESVILLE
MACADOODLES, PINEVILLE
MACE SUPERMARKETS, CUBA
MARSH'S SUN FRESH, KANSAS CITY
MIDWAY LITTLE GENERAL, COLUMBIA
MILLENNIUM SUPER STORE 1, KANSAS CITY
MO #3, DEXTER
MOBERLY MART, MOBERLY
MOSER'S FOODS 9, COLUMBIA
MPC 7, ST. LOUIS
MPC 99, HAZELWOOD
MR G'S LIQUOR, CALIFORNIA
MR. T'S LIQUOR STORE, CARDWELL
NEIGHBORS MARKET, ST. LOUIS
NEW HALLS FERRY PIT STOP, FLORISSANT
ON THE RUN 300, FESTUS
ON THE RUN 325, PEVELY
ON THE RUN 606, CHARLACK
ON THE RUN 607, ST. LOUIS
ON THE RUN 610, CREVE COEUR
ON THE RUN 611, FLORISSANT
ON THE RUN 614, OLIVETTE
ON THE RUN 624, ST. LOUIS
ON THE RUN 627, ST. CHARLES
OSAGE MINI MART, WARSAW

The remainder of 2021 MDC members will be printed in the March *Retailer Connection*.



Winner Awareness

Your Lottery Sales Representative can help you make the your store or business.

Your Lottery Sales Rep also has printable templates you c

FAQ: \$50 Scratchers Game

Q. I didn't opt in to sell the new \$50 Scratchers ticket when it launched. Can I still sell it?



Absolutely! You'll receive a \$2.50 commission for each ticket sold. Just reach out to your Lottery Sales Representative or your Inside Sales Rep to answer any questions you may have. They'll help you get the process started.



Quick Tips: Employee Training

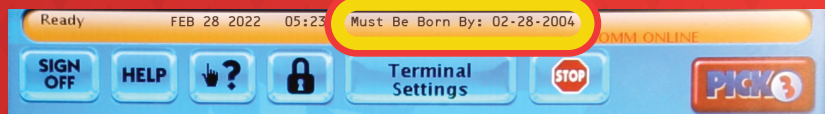
We know employee turnover at retail can be challenging. Let us take one thing off your plate by using the training at the Lottery's retailer portal website (retailer.molottery.com) to bring new employees up to speed when it comes to Lottery.

The site offers a series of short YouTube videos to walk through our various games and play options, as well as how to sell and validate Lottery tickets.

Training videos are easy to access, with no login or retailer portal account required.



'Born By' Date Added to Terminals



It's up to all of us to make sure Lottery products don't end up in the hands of minors, and it's now easier than ever to know if a customer is at least 18 years of age – the minimum age required to buy Missouri Lottery tickets.

Avoid selling Lottery products to underage customers by using the 'born by' date at the top of your Lottery terminal home screen. The new feature lets you see at a glance the exact date a person must have been born by in order to make the purchase.

most of big winning tickets you sell by providing a winner awareness banner to place prominently in

an use to post about individual winning tickets.

SCAM AWARENESS MONTH

Keeping an eye out for possible scams is always key, but Scam Awareness Month provides the perfect reason to remind our retailers to:

- ▶ Combat potential "Snatch-and-Go" incidents.
 - ▷ Instruct all workers who sell Lottery to collect the money for the sale BEFORE giving a ticket to the customer.
 - ▷ Run a few tickets at a time and ask for payment throughout – especially near draw breaks – when you have a large Draw Games request.
 - ▷ Cancel tickets immediately if the customer leaves without paying.
- ▶ Remind customers that the Missouri Lottery will never require a winner to pay money up front in order to claim a prize.



Monthly Transfer Update

The January transfer of more than \$40.4 million was based on sales in December, bringing the total profits transferred in FY22 to more than \$247.1 million.



February Calendar

FEB. 8	"Scratch Big, Win Big" Monthly Drawing
FEB. 11	Lincoln's Birthday, all Lottery offices closed
FEB. 14	Valentine's Day One-Day Promotion
FEB. 21	Washington's Birthday, all Lottery offices closed
FEB. 28	New Scratchers Ticket Delivery
Entry Deadline for "Scratch Big, Win Big" Monthly Drawing	
Next MO Money Monday: March 28	

MOLOTTERY 1-866-665-6883 RETAILER PORTAL retailer.molottery.com IGT EQUIPMENT HOTLINE 1-800-729-4832

WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)

MOLOTTERY MissouriLottery