



# RETAILER CONNECTION

March  
2022



**\$5**  
**Ace of Spades**  
**\$100,000 top prize**



**\$1**  
**Gold Tripler**  
**\$6,000 top prize**



## New Scratchers on March 28

MO Money Monday on March 28 features these two new Scratchers games. You can 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.

**MO**  
**MONEY**  
**MONDAY**

## Congrats MDC Class of 2021 *(continued from February issue)*

2021 was such a great year for Lottery sales we couldn't fit all of our new Million Dollar Club (MDC) members in the new class of Million Dollar Club retailers includes 73 businesses who made the list for the first time.

Congratulations to all 2021 MDC retailers!

PEAK C-STORES, ST. LOUIS  
PHILLIPS 66, ST. LOUIS  
PHIL-MART, SALEM  
PRICE CHOPPER 100, INDEPENDENCE  
PRICE CHOPPER 102, KANSAS CITY  
PRICE CHOPPER 104, BLUE SPRINGS  
PRICE CHOPPER 105, KANSAS CITY  
PRICE CHOPPER 11, KANSAS CITY  
PRICE CHOPPER 120, LIBERTY  
PRICE CHOPPER 157, LEES SUMMIT  
PRICE CHOPPER 21, KANSAS CITY  
PRICE CHOPPER 359, BELTON  
PRICE CHOPPER 400, INDEPENDENCE  
PRICE CHOPPER 650, INDEPENDENCE  
PRICE CUTTER 20, SPRINGFIELD  
PRICE CUTTER PLUS 50, SPRINGFIELD  
PULSE PETROLEUM CO, ST. LOUIS  
QUICK MART, ST. LOUIS  
QUICKTRIP 150, OAK GROVE  
QUICKTRIP 168, KANSAS CITY

QUIKTRIP 178, KANSAS CITY  
QUIKTRIP 179, PLEASANT VALLEY  
QUIKTRIP 197R, KANSAS CITY  
QUIKTRIP 205, INDEPENDENCE  
QUIKTRIP 209, RAYTOWN  
QUIKTRIP 216, INDEPENDENCE  
QUIKTRIP 224, KANSAS CITY  
QUIKTRIP 601, BEL RIDGE  
QUIKTRIP 605, BELLEFONTAINE  
QUIKTRIP 607R, ST. JOHN  
QUIKTRIP 608, ST. PETERS  
QUIKTRIP 609, ST. LOUIS  
QUIKTRIP 610, MAPLEWOOD  
QUIKTRIP 612, BERKELEY  
QUIKTRIP 623, ST. CHARLES  
QUIKTRIP 625, OVERLAND  
QUIKTRIP 627, FLORISSANT  
QUIKTRIP 628R, ST. LOUIS  
QUIKTRIP 635, ST. ANN  
QUIKTRIP 636, ST. LOUIS

QUIKTRIP 637, ST. LOUIS  
QUIKTRIP 638R, ST. LOUIS  
QUIKTRIP 639, ST. LOUIS  
QUIKTRIP 647, RICHMOND HEIGHTS  
QUIKTRIP 648, ST. LOUIS  
QUIKTRIP 650R, HAZELWOOD  
QUIKTRIP 651, ST. LOUIS  
QUIKTRIP 658, ST. LOUIS  
QUIKTRIP 664, BRIDGETON  
QUIKTRIP 665, OVERLAND  
QUIKTRIP 668, ST. LOUIS  
QUIKTRIP 670, FLORISSANT  
QUIKTRIP 671, ST. LOUIS  
QUIKTRIP 676R, FERGUSON  
QUIKTRIP 687R, SAINT LOUIS  
RAYMORE PRICE CHOPPER 285, RAYMORE  
RED X, RIVERSIDE  
REEVES BOOMLAND, CHARLESTON  
REEVES BOOMLAND #2, BENTON  
RENO'S GAS-A-MAT, EAST PRAIRIE

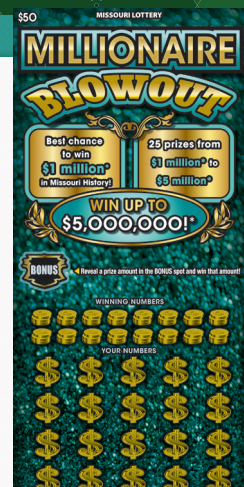
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## Cash in with the \$50 'Millionaire Blowout' Retailer Route Incentive Contest

What's better than earning \$2.50 in commission for every \$50 "Millionaire Blowout" Scratchers ticket you sell? How about celebrating the launch of our first \$50 game with the chance to win an additional \$500 incentive?

Here's how it works:

- You'll receive automatic entry for every pack of "Millionaire Blowout" you sell between March 13 and April 23, 2022.
- Two retailers from each sales route will be randomly drawn to have \$500 credited to their Lottery account (82 prizes in all).



## Scratchers Price Points Can Impact Your Business

Employee turnover and retention is a struggle for many, so identifying ways to maintain your commissions with less employee effort can make a real difference. For example, have you ever thought about how the various price points you sell can affect the amount of time your employees spend on Lottery?

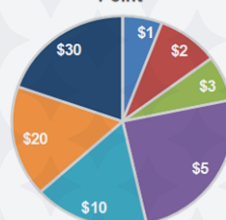
In general, time is saved with the sale of higher price point Scratchers.

For instance, sales of \$30 tickets make up almost 20% of average Scratchers sales, but they only require about 3% of ticket tears at the counter. Conversely, \$1 games represent just under 6% of average sales but almost 28% of the labor involved.

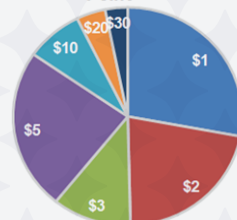
Weekly Estimated Validated Sales

Price Point	Weekly Net Sales	% of Sales	% of Tickets
\$1	1,535,241	5.8%	27.9%
\$2	2,384,912	9.0%	21.7%
\$3	1,840,365	6.9%	11.2%
\$5	6,559,300	24.8%	23.9%
\$10	4,452,870	16.8%	8.1%
\$20	4,507,740	17.0%	4.1%
\$30	5,210,470	19.7%	3.2%

### Weekly Sales by Price Point



### Weekly Tickets by Price Point







in the last issue. The second half of the alphabetical list can be seen below. Overall,

C-STORE & TRUCKSTOP LLC,  
 CLAR BLUFF  
 CRYVIEW MOTOMART, ST. LOUIS  
 D RANGER 242, ST. ROBERT  
 LA MOTOMART, ROLLA  
 NUCKS MARKET 105, ST. LOUIS  
 NUCKS MARKET 107, ST. LOUIS  
 NUCKS MARKET 110, ST. PETERS  
 NUCKS MARKET 111, ST. CHARLES  
 NUCKS MARKET 113, ST. LOUIS  
 NUCKS MARKET 118, ST. LOUIS  
 NUCKS MARKET 125, ST. LOUIS  
 NUCKS MARKET 127, ARNOLD  
 NUCKS MARKET 129, O'FALLON  
 NUCKS MARKET 137, ST. LOUIS  
 NUCKS MARKET 141, ST. LOUIS  
 NUCKS MARKET 143, ST. LOUIS  
 NUCKS MARKET 145, JENNINGS  
 NUCKS MARKET 149, ST. LOUIS  
 NUCKS MARKET 173, TWIN OAKS

SCHNUCKS MARKET 184, FLORISSANT  
 SCHNUCKS MARKET 191, BRIDGETON  
 SCHNUCKS MARKET 192, ST. LOUIS  
 SCHNUCKS MARKET 193, ST. LOUIS  
 SCHNUCKS MARKET 198, FLORISSANT  
 SCHNUCKS MARKET 218, ST. LOUIS  
 SCHNUCKS MARKET 225, MAPLEWOOD  
 SCHNUCKS MARKET 227, ST. LOUIS  
 SCHNUCKS MARKET 231, ST. LOUIS  
 SCHNUCKS MARKET 258, ST. LOUIS  
 SCHNUCKS MARKET 266, ST. LOUIS  
 SCHNUCKS MARKET 272, ST. LOUIS  
 SCHNUCKS MARKET 276, FLORISSANT  
 SCHNUCKS MARKET 731, FESTUS  
 SCHULTE'S FRESH FOODS, JEFFERSON CITY  
 SIKESTON KWIK STOP INC, SIKESTON  
 SPIRITS PLUS, ST. LOUIS  
 ST LOUIS MOBIL FOOD MART, ST. LOUIS  
 STELMACKI SUPER MKT, MOLINE ACRES  
 THOELE CONV STORE #750, HAZELWOOD

TOBACCO SHOPPE, KENNETT  
 UNITED MART 1, ST. LOUIS  
 UNITED MART 5, FLORISSANT  
 UNITED MART BP, ST. LOUIS  
 WALLIS PETROLEUM 501, O'FALLON  
 WALLIS PETROLEUM 503, DESLOGE  
 WALLIS PETROLEUM 504, BALLWIN  
 WALLIS PETROLEUM 511, OAKVILLE  
 WALLIS PETROLEUM 514, ARNOLD  
 WALLIS PETROLEUM 515, WENTZVILLE  
 WALLIS PETROLEUM 517, WENTZVILLE  
 WALLIS PETROLEUM 518, BARNHART  
 WALLIS PETROLEUM 521, ST. LOUIS  
 WALLIS PETROLEUM 522, ROCK HILL  
 WALLIS PETROLEUM 533, AFFTON  
 WALLIS PETROLEUM 535, ST. CHARLES  
 WILD BILL'S TRAVEL CTR, RIDGEDALE  
 ZINGERS MART 1, ARNOLD  
 ZINGERS MART 3, ST. LOUIS  
 ZOOM, ST. LOUIS

## What to Know about Lottery and Problem Gambling Resources

Just as we're partners in raising funds for education, we're also partners in making sure Lottery tickets are sold responsibly. That includes ensuring that players know about the free resources available if they develop a problem with our games.

Do you know the signs of problem gambling? They can include a customer who frequently returns to "get even" or win back losses, or someone who is spending more and more money in order to reach the same level of excitement.

To help a customer who may be showing signs of a possible gambling problem:

- Make sure Bets Off brochures are stocked and clearly visible in your Lottery play center.
- Use the "Gambling Problem" button under your terminal's Help menu to print Bets Off information to hand to the customer along with their tickets.
- Use the clerk tip cards (provided by your LSR and available on the retailer portal) to remind employees of responsible gaming practices and Bets Off resources.

To learn more, check out the Problem Gambling video under the Training section at [retailer.molottery.com](http://retailer.molottery.com).

### GAMBLING PROBLEM?

DON'T LET  
GAMBLING  
BREAK YOU.

1-888  
BETS  
OFF

FR  
IS

1-888  
BETS  
OFF

**Reminder:** Paper placed in the Lottery terminal printers must be the official pink Missouri Lottery branded paper. If tickets are printed on any other type of paper (i.e. white ATM paper), prizes from those tickets will not be payable per Lottery rules and regulations. See your Lottery Sales Representative if you have any questions.



## Monthly Transfer Update

The February transfer of more than \$31 million was based on sales in January, bringing the total profits transferred in FY22 to \$278.2 million.

**MAKING A DIFFERENCE  
FOR MISSOURI STUDENTS**

**\$278.2  
MILLION**

**PROVIDED FOR EDUCATION SINCE JULY**

Total proceeds through  
Feb. 10, 2022  
85% of goal (\$326.8 million)

FY22: JULY 1, 2021 - JUNE 30, 2022

## St. Patrick's Day

**March 17, 2022**

Purchase a \$6

**CASH  
4LIFE**

single ticket

**&**

receive a

**FREE \$2**

**POWERBALL**

**ONE DAY ONLY**

The Missouri Lottery reserves the right to end the promotion at any time.  
Free Powerball tickets will not print during the draw breaks  
(Monday, Wednesday and Saturday, 8:59 p.m. to 10 p.m. and 2-5 a.m. daily).  
Coupons cannot be used in conjunction with this promotion.

**CLUB Keno**

**BONUS HOURS  
PROMOTION**

**MARCH 4, 11, 18 & 25**

Multiplier wagers, Progressive Jackpot prizes  
and 10 of 10-spot prizes will not be increased.

## Club Keno Bonus Hours

Missouri Lottery players will have a chance to win increased prizes playing Club Keno® during the "Bonus Hours" promotion every Friday in March from 4 – 7 p.m. When players purchase a 10-draw ticket and win, they will win up to 50% more on base prizes of \$2 or more.

## March Calendar

<b>MARCH 4</b>	"Club Keno Bonus Hours," 4-7 p.m.
<b>MARCH 8</b>	"Scratch Big, Win Big" Monthly Drawing
<b>MARCH 11</b>	"Club Keno Bonus Hours," 4-7 p.m.
<b>MARCH 13</b>	\$50 Scratchers Retailer Incentive Promotion begins
<b>MARCH 17</b>	St. Patrick's Day One-Day Promotion
<b>MARCH 18</b>	"Club Keno Bonus Hours," 4-7 p.m.
<b>MARCH 25</b>	"Club Keno Bonus Hours," 4-7 p.m.
<b>MARCH 28</b>	New Scratchers Ticket Delivery
<b>MARCH 31</b>	Entry Deadline for next "Scratch Big, Win Big" Monthly Drawing

Next MO Money Monday: APRIL 25

**MOLOTTERY** 1-866-665-6883 **RETAILER PORTAL** [retailer.molottery.com](http://retailer.molottery.com) **IGT EQUIPMENT HOTLINE** 1-800-729-4832

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



**MO Lottery**



**MissouriLottery**