



RETAILER CONNECTION

December 2025



<p>\$20 40th Anniversary \$2 million top prize</p>  <p>6 49148 00539 5</p>	<p>\$10 \$1,000 Frenzy \$1 million top prize</p>  <p>6 49148 00540 1</p>	<p>\$5 \$500 Frenzy \$100,000 top prize</p>  <p>6 49148 00541 8</p>	<p>\$2 \$100 Frenzy \$25,000 top prize</p>  <p>6 49148 00542 5</p>	<p>\$1 \$50 Frenzy \$2,500 top prize</p>  <p>6 49148 00543 2</p>
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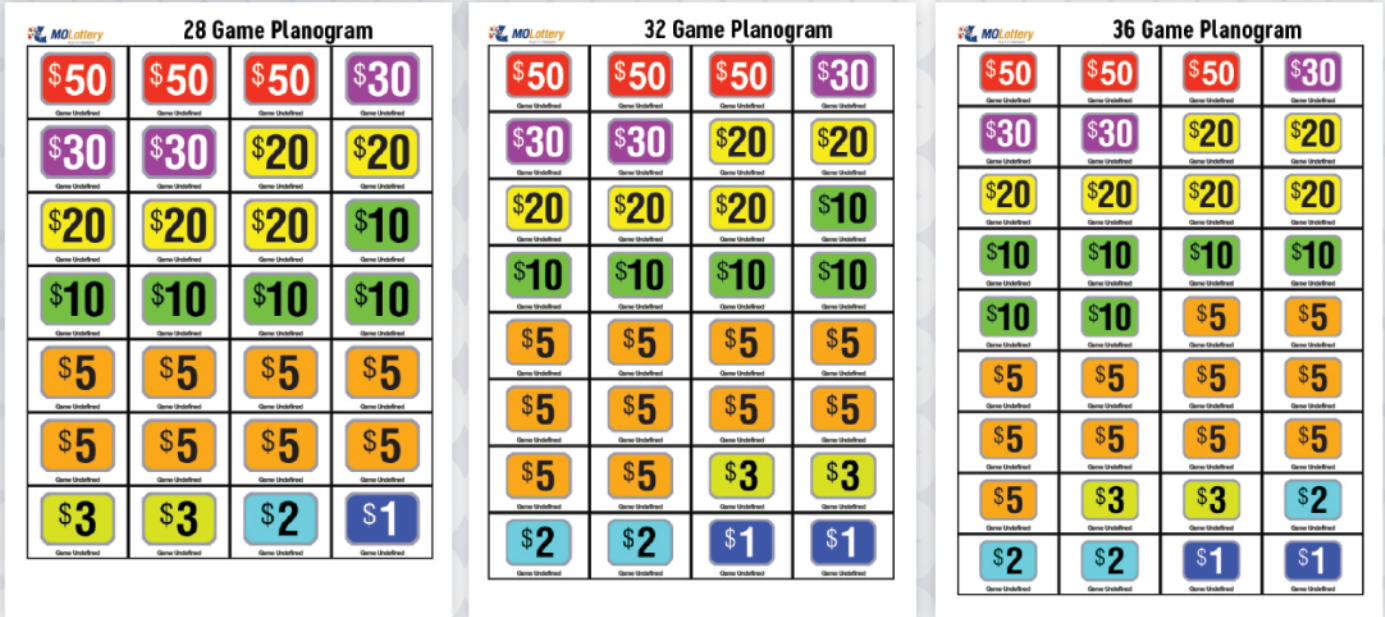
- Replace holiday Scratchers with a new “family of games” series, plus a new \$20 ticket celebrating the Missouri Lottery’s 40th anniversary!
- Earn a \$25 bonus when you confirm/activate a pack AND validate/cash a ticket from each of the new games by midnight the day after delivery.



Make the Most of Your Planogram

Don't miss out on Lottery sales. Almost 49% of our traditional retailers carry three \$50 Scratchers games at all times. Research shows Scratchers players are increasingly drawn to higher price point tickets, due to their increased win ability and bigger top prizes.

These charts illustrate the recommended price points, based on the number of Scratchers facings you carry.



Let Customers Know about Winning Tickets You Sell

Lottery players tend to be loyal to locations they know sell winning tickets, so be sure to share news about the winners sold at your location. It's easy when you take advantage of the Winner Templates available on the retailer portal website (retailer.molottery.com). Your LSR is also happy to help, so let them know if you need assistance.

MY WINNER TEMPLATES



- Winner Template
- Multi Winners
- Cumulative Winners
- Club Keno Winners
- Multiple Club Keno Winners

REGIONAL TOP 10: \$50 SCRATCHERS

The following businesses ranked among the top 10 retailers in their respective regions for \$50 Scratchers sales last quarter.



REGION: MIDSTATE - JEFFERSON CITY TOP \$50 SCRATCHERS DISTRIBUTED SALES JULY 1 – SEPTEMBER 30, 2025

1. PHIL-MART, SALEM
2. HY-VEE GAS 1081, COLUMBIA
3. HY-VEE 1081, COLUMBIA
4. SIGNAL FOOD STORE #106, CAMDENTON
5. SCHULTE'S FRESH FOODS, JEFFERSON CITY
6. HY-VEE 1076, COLUMBIA
7. GERBES 124, COLUMBIA
8. HITT MINI MART, COLUMBIA
9. LMC CONVENIENCE STORE, WAYNESVILLE
10. EASTGATE EXPRESS, LEBANON

RE TOP

1. M
2. P
3. C
4. T
5. M
6. P
7. S
8. P
9. D
10. V

Welcome to the Brightstar Solution Center

The new QR code featured on your Lottery terminals is your direct link to The Solution Center - a site designed to help you with supply orders and equipment issues 24 hours a day. It offers:

- Troubleshooting guides
- The ability to order playslips and ticket stock
- Live Chat with Brightstar customer service for real-time help

Of course, the equipment hotline is still available for those who prefer it.


BRIGHTSTAR
SOLUTION CENTER

Lottery Equipment Assistance & Supplies:
1-800-729-4832 | 24/7



Retailers Still Have Time to Win in Holiday Promotion

You still have a chance to win Lottery-themed prize packs through increased sales during the “Dashing through the Dough” holiday promotion. Prizes will go to the top 10 retailers on each of the Lottery’s 41 sales routes, based on percentage increases in combined Scratchers and Draw Games sales over their 13-week base average.



REGION: MIDSTATE - SPRINGFIELD

\$50 SCRATCHERS DISTRIBUTED SALES
JULY 1 – SEPTEMBER 30, 2025

MAVERIK 5191, SPRINGFIELD
PRICE CUTTER PLUS 50, SPRINGFIELD
CASEYS 3280, BOLIVAR
THE ANCHOR C-STORE, MOUNTAIN VIEW
MAVERIK 5281, SPRINGFIELD
FAST N FRIENDLY, BOLIVAR
STATE LINE PIT STOP, MINDENMINES
PLAZA GAS, OZARK
DOWNSTREAM Q STORE, JOPLIN
WALMART #444 SUPERCENTER, SPRINGFIELD

REGION: KANSAS CITY

TOP \$50 SCRATCHERS DISTRIBUTED SALES
JULY 1 – SEPTEMBER 30, 2025

1. PRICE CHOPPER 21, KANSAS CITY
2. QUIKTRIP 168, KANSAS CITY
3. QUIKTRIP 178, KANSAS CITY
4. QUIKTRIP 223, KANSAS CITY
5. RED X, RIVERSIDE
6. PRICE CHOPPER 102, KANSAS CITY
7. QUIKTRIP 163, KANSAS CITY
8. QUIKTRIP 170, RIVERSIDE
9. QUIKTRIP 228, N KANSAS CITY
10. QUIKTRIP 216, INDEPENDENCE

REGION: ST. LOUIS

TOP \$50 SCRATCHERS DISTRIBUTED SALES
JULY 1 – SEPTEMBER 30, 2025

1. AUTO SPA ETC, ELLISVILLE
2. LEMAY BP, ST LOUIS
3. CAR-MAC'S, HOLLAND
4. FASTLANE WINGHAVEN 44, O'FALLON
5. ZINGERS MART 3, ST LOUIS
6. 7-ELEVEN STORE 27838D, ST LOUIS
7. DIERBERGS-FLORISSANT 10, FLORISSANT
8. WALLIS PETROLEUM 514, ARNOLD
9. PARR FAMILY PAWN, KENNETT
10. SCHNUCKS MARKET 272, ST LOUIS

Use Lottery Content for Easy Social Media Posts

Using content provided by the Missouri Lottery – or leveraging Lottery information like high jackpots and winning tickets – can provide easy, relevant social media content for your own pages. Not only does it provide up-to-date details, it offers specific reasons for your customers to think about making a Lottery purchase.



INCREASED PRIZES!

4-7 P.M.

EVERY FRIDAY IN DECEMBER!

DEC. 5, 12, 19 & 26, 2025
4-7 P.M.

Multiplier wagers, Progressive Jackpot prizes and 10 of 10-Spot prizes will not be increased. Coupons cannot be used in conjunction with this promotion.

This holiday season, remember: Lottery products aren't for kids.

GIFT RESPONSIBLY
Lottery Tickets Aren't Child's Play

Gift Responsibly

'Tis the season to Gift Responsibly! Encourage your customers to spread some cheer, and play it forward this holiday season! Missouri Lottery Scratchers and Draw Games make great gifts for anyone 18+.

Monthly Proceeds Provided to Education

The November transfer of Lottery proceeds to education was approximately \$24.7 million. The transfer was based on Lottery ticket sales in October, bringing total profits transferred so far in FY26 to \$139.6 million.

MAKING A DIFFERENCE
FOR MISSOURI STUDENTS
FY26: JULY 1, 2025 - JUNE 30, 2026

\$139.6 MILLION
PROVIDED FOR EDUCATION SINCE JULY

December Calendar

DEC. 1	New Rewards Available for My Lottery® Members
DEC. 2	"Scratch Big, Win Big" Monthly Drawing
DEC. 5	"Keno Bonus Hours," 4-7 p.m.
DEC. 10	Monthly Drawings in Points for Drawings™
DEC. 11	"Dashing Through the Dough" Drawing Date #2
DEC. 12	"Keno Bonus Hours," 4-7 p.m.
DEC. 19	"Keno Bonus Hours," 4-7 p.m.
DEC. 25	All Lottery Offices Closed
DEC. 26	"Keno Bonus Hours," 4-7 p.m.
DEC. 29	MO Money Monday

Next MO Money Monday:
Monday, Jan. 26, 2026

RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL retailer.molottery.com

BRIGHTSTAR (formerly IGT) EQUIPMENT HOTLINE 1-800-729-4832

LOYALTY CLUB CUSTOMER SERVICE 1-866-465-1038 GAMBLING PROBLEM? 1-888-BETSOFF

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



MO Lottery Official



MO Lottery Official



MO Lottery Official



Missouri Lottery