

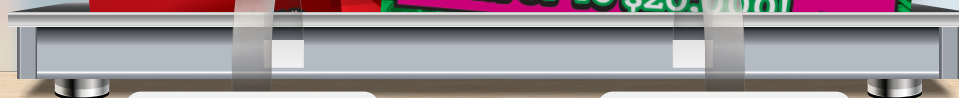


RETAILER CONNECTION

January 2025



New Scratchers tickets sell faster!




\$5
Ruby Red 7s
 \$77,777 top prize



6 49148 00500 5

\$2
Double Match
 \$20,000 top prize



6 49148 00501 2

MO Money Monday!

- Available starting Monday, Jan. 27
- Earn a \$25 bonus when you **confirm/activate** each pack of new tickets AND **validate/cash a ticket** from each of the new games by midnight the day after delivery.



REGIONAL TOP 10: SHOW ME CASH



This month's regional spotlight shines on our top 10 Show Me Cash retailers (based on July through September sales). Congratulations!

REGION: MIDSTATE - JEFFERSON CITY TOP SHOW ME CASH SALES JULY 1 – SEPT. 30, 2024

1. LMC CONVENIENCE STORE, WAYNESVILLE
2. GERBES 118, JEFFERSON CITY
3. CROSSROADS GENERAL STORE, BOWLING GREEN
4. CASEYS 1370, CAMDENTON
5. OSAGE MINI MART, WARSAW
6. SCHULTE'S FRESH FOODS, JEFFERSON CITY
7. PHIL-MART, SALEM
8. ROSEBUD GENERAL STORE, ROSEBUD
9. HY-VEE GAS 1076, COLUMBIA
10. GERBES 122, JEFFERSON CITY

REGION: MIDSTATE - SPRINGFIELD TOP SHOW ME CASH SALES JULY 1 – SEPT. 30, 2024

1. PRICE CUTTER PLUS 51, SPRINGFIELD
2. MACADOODLES, PINEVILLE
3. PLAZA GAS, OZARK
4. HY-VEE 1641, SPRINGFIELD
5. KUM & GO 563, SPRINGFIELD
6. KUM & GO 441, HOLLISTER
7. THE GAS STATION, CABOOL
8. PRICE CUTTER 17, REPUBLIC
9. THE STATELINE STORE, PINEVILLE
10. KING FOOD SAVER 20, SPRINGFIELD

REGION: KANSAS CITY TOP SHOW ME CASH SALES JULY 1 – SEPT. 30, 2024

1. RED X, RIVERSIDE
2. PRICE CHOPPER 102, KANSAS CITY
3. QUIKTRIP 178, KANSAS CITY
4. QUIKTRIP 222, KANSAS CITY
5. QUIKTRIP 227, KANSAS CITY
6. QUIKTRIP 170, RIVERSIDE
7. PRICE CHOPPER 21, KANSAS CITY
8. QUIKTRIP 278, KANSAS CITY
9. PRICE CHOPPER 359, BELTON
10. PRICE CHOPPER 104, BLUE SPRINGS

REGION: ST. LOUIS TOP SHOW ME CASH SALES JULY 1 – SEPT. 30, 2024

1. DIERBERGS-FLORISSANT 10, FLORISSANT
2. QUIKTRIP 670, FLORISSANT
3. UNITED MART BP, ST LOUIS
4. HALLS FERRY FUEL & FOOD, FLORISSANT
5. WALLIS PETROLEUM 533, AFFTON
6. QUIKTRIP 639, ST LOUIS
7. DIERBERGS-CLARKSON 06, ELLISVILLE
8. DUNN MART, FLORISSANT
9. ON THE RUN 611, FLORISSANT
10. QUIKTRIP 650R, HAZELWOOD



A free Show Me Cash ticket received as part of the "Missouri Day" one-day promotion WON that night's \$50,000 jackpot!

Remember, the 'Today's Promo' button on your terminal and/or vending machine shows any current promotion available – making it quick and easy to make a qualifying purchase.



'Family of Games' Fun Facts

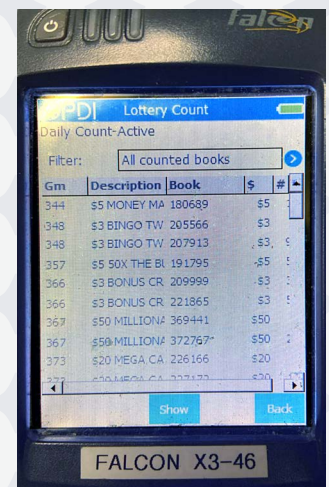
- A “family of games” offers the same base Scratchers game, with variations that allow players to enjoy the game at multiple price points.
- The “Cash Craze” family – at retail now – is loaded with over \$60 million in prizes!
- Overall, family games perform 12% better than typical Scratchers!



Working with PDIs to Double Face Tickets

Did you know you can double-face Scratchers games even if you use PDI for inventory management? Don't lose out on the chance to gain more exposure for your highest profit games:

- You can “activate” multiple books of tickets with the same game number into PDI to sell through in-counter dispensers, promoters or vending machines.
- PDI menu options may differ slightly among retail groups, so follow the structure in place for your store(s).
- Your Lottery Sales Representative can work with you to return tickets, as needed.



Your Lottery Profits

The profit margin on your Lottery sales may just surprise you. In addition to Lottery driving sales of other products while players are at your establishment, the commissions and bonuses you earn on Lottery are good for your bottom line.

Statewide averages:

\$6.65



Average amount players spend per Scratchers ticket

\$0.06 - \$0.74



Average commission earned per ticket sold (Scratchers & Draw Games, dependent upon game)

6.2%



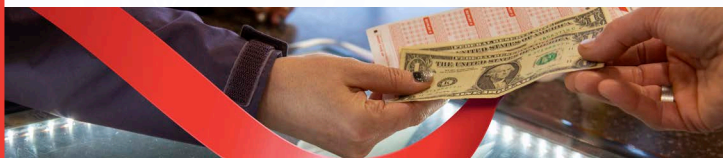
Average incentive on each Lottery dollar sold

Feel free to reach out to us. Your Lottery Sales Rep is happy to go over your sales numbers and incentive details with you, as well as provide ideas for additional opportunities.

**Security Safeguard:
Do Not Accept Requests for
Reduced Prizes**

Always pay your customers the full prize amount. Offering a “discounted” prize payout to your customer on wins over \$600 and then claiming the prize separately – in order for the player to avoid paying outstanding debts, taxes, etc. – may jeopardize your Lottery license under Missouri law.

Always follow the messaging displayed on the Lottery terminal when cashing tickets. If you have questions about a ticket, please contact the Missouri Lottery at (866) 665-6883.



It is never acceptable to pay a player an amount less than the actual prize amount.

Mega Millions Updates Coming Soon!

Mega Millions is getting some mega enhancements, including bigger jackpots, more winners in every drawing and an automatic built-in multiplier!



More details will be provided in the next issue of the *Retailer Connection*. Your Sales Rep will also have information about the game’s new features (which start April 5) and the stepdown schedule (beginning Feb. 14).

January Calendar

JAN. 1	New Rewards Available for My Lottery® Members
JAN. 1	Holiday, All Lottery Offices Closed
JAN. 7	"Scratch Big, Win Big" Monthly Drawing
JAN. 9	"Holiday Adventure" Second-Chance Promotion - Drawing #2
JAN. 20	Holiday, All Lottery Offices Closed
JAN. 22	Monthly Drawings in Points for Drawings™
JAN. 27	MO Money Monday - New Ticket Delivery
Next MO Money Monday: Feb. 24, 2025	

**SCRATCH BIG,
WIN BIG!**

MONTHLY DRAWINGS

Scratchers players continue to enjoy our \$30 and \$50 Scratchers games, and judging by the number of monthly entries we receive, many of them are also fans of the associated “Scratch Big, Win Big” second-chance drawings. These drawings award 10 prizes of \$500 each and every month.

As a reminder, ALL active \$30 and \$50 Scratchers tickets are eligible for these drawings.

**Monthly Proceeds
Provided to Education**

The December transfer of Lottery proceeds to education was approximately \$27 million. Based on ticket sales in November, that brings the total profits transferred so far in FY25 to \$163.6 million.

MAKING A DIFFERENCE **\$163.6 MILLION**

FOR MISSOURI STUDENTS PROVIDED FOR EDUCATION SINCE JULY

FOR MISSOURI STUDENTS
FY25: JULY 1, 2024 - JUNE 30, 2025

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

LOYALTY CLUB CUSTOMER SERVICE 1-866-465-1038 WINNER CLAIM APPOINTMENTS 573-751-4050 (option 9)



MO Lottery Official



MO Lottery Official



MO Lottery Official



Missouri Lottery