



# RETAILER CONNECTION

November  
2025



\$5  
Money Money Money  
\$100,000 top prize



Earn your \$25 bonus when you confirm/activate a pack AND validate/cash a ticket from the new game by midnight the day after delivery.

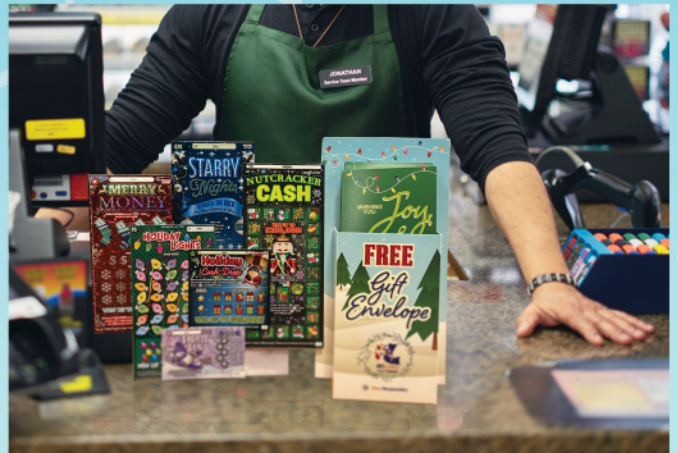




## Make the Most of the Holiday Rush

Are you ready for holiday sales?

- Remember, you will be carrying heavier-than-usual inventory during this time.
- Remind your customers that Lottery tickets make great gifts for all the adults on their list!
- Be on the lookout for our FREE holiday envelopes, giving your customers an easy way to gift holiday Scratchers.
- Earn commission on every ticket sold, plus increase your chances to win a retailer prize by increasing sales of eligible tickets during the "Dashing through the Dough" promotion.



**Contact your Inside Sales Rep if you need to adjust your Scratchers order.**

OCT. 22 - NOV. 29, 2025

# BIG MO

## COMBO

Promo will be under the  
**COMBO/  
PACK  
OPTIONS**  
button on  
terminal on  
promo days

Every  
Wednesday  
&  
Saturday

ALL  
MISSOURI  
GAMES

\$8 VALUE  
**\$6**  
PLAY



# M. Millions

Missouri's Millionaire Game

NEW  
GAME  
ALERT!



**JACKPOT STARTS  
AT \$1 MILLION!**

**MORE PRIZES  
WITH THE BUILT-IN  
BULLS-EYE**

**STARTED  
OCTOBER 19**

## REGIONAL TOP 10: \$20 SCRATCHERS

Congratulations to these retailers, who rated among the top 10 retailers in their region for \$20 Scratchers sales last quarter.



**REGION: MIDSTATE - JEFFERSON CITY**  
TOP \$20 SCRATCHERS DISTRIBUTED SALES  
JULY 1 – SEPTEMBER 30, 2025

1. PHIL-MART, SALEM
2. SCHULTE'S FRESH FOODS, JEFFERSON CITY
3. GERBES 118, JEFFERSON CITY
4. BRATCHER MARKET, MOBERLY
5. ROLLA MOTOMART, ROLLA
6. HY-VEE 1303, JEFFERSON CITY
7. LMC CONVENIENCE STORE, WAYNESVILLE
8. GERBES 124, COLUMBIA
9. MOSER'S FOOD 9, COLUMBIA
10. GERBES 125, COLUMBIA



## QT Earns \$50,000 Bonus

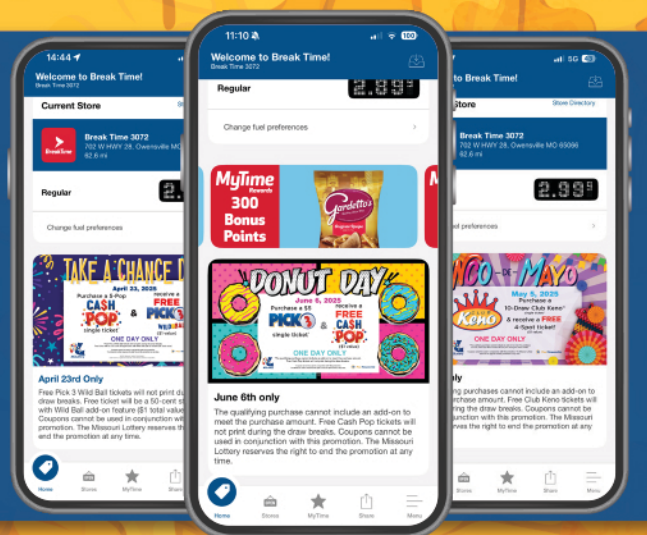
In addition to earning five cents for every \$1 worth of Lottery tickets sold and a 2% bonus for cashing prizes up to \$600, our retailers also receive bonuses for selling big winning Draw Games tickets.

Pictured here, QuikTrip #639 was awarded a \$50,000 bonus after selling a Powerball ticket that won a jackpot prize in the Sept. 6 drawing. The winning ticket was sold at a North County St. Louis store, located at 12110 Lusher Road.



## Feature Lottery Promos in Your Mobile App

Providing reminders about Lottery retail promotions can help increase your sales. In fact, some of our retailers have begun including these reminders in their own mobile apps – using graphics provided by the Lottery – to let customers know of special offers. If this is a good fit for your business, reach out to your Lottery Sales representative.



### REGION: MIDSTATE - SPRINGFIELD TOP \$20 SCRATCHERS DISTRIBUTED SALES JULY 1 – SEPTEMBER 30, 2025

- PRICE CUTTER PLUS 50, SPRINGFIELD
- MAVERIK 5191, SPRINGFIELD
- WILD BILL'S TRAVEL CTR, RIDGEDALE
- HY-VEE 1641, SPRINGFIELD
- COUNTRY MART 71, BRANSON
- PLAZA GAS, OZARK
- CASEYS 3258, AURORA
- MAVERIK 5281, SPRINGFIELD
- CASEYS 2034, SPRINGFIELD
- FASTRIP, CASSVILLE

### REGION: KANSAS CITY TOP \$20 SCRATCHERS DISTRIBUTED SALES JULY 1 – SEPTEMBER 30, 2025

1. HY-VEE 1542, RAYTOWN
2. QUIKTRIP 216, INDEPENDENCE
3. RED X, RIVERSIDE
4. QUIKTRIP 178, KANSAS CITY
5. PRICE CHOPPER 102, KANSAS CITY
6. HY-VEE 1845, WARRENSBURG
7. HY-VEE 1552, ST JOSEPH
8. PRICE CHOPPER 105, KANSAS CITY
9. QUIKTRIP 233, BELTON
10. CASEYS 1078, MARSHALL

### REGION: ST. LOUIS TOP \$20 SCRATCHERS DISTRIBUTED SALES JULY 1 – SEPTEMBER 30, 2025

1. DIERBERGS-FLORISSANT 10, FLORISSANT
2. QUIKTRIP 651, ST LOUIS
3. ZINGERS MART 3, ST LOUIS
4. WALLIS PETROLEUM 533, AFFTON
5. 7-ELEVEN STORE 27838D, ST LOUIS
6. SCHNUCKS MARKET 143, ST LOUIS
7. SCHNUCKS MARKET 272, ST LOUIS
8. SCHNUCKS MARKET 173, TWIN OAKS
9. CAR-MAC'S, HOLLAND
10. SCHNUCKS MARKET 218, ST LOUIS



## Reminder

Lottery communications systems are getting an upgrade. A third-party vendor (Mill-Tel) may be coming to your business to update satellite communication to a cellular solution. Questions? Reach out to your LSR.



# FRIENDSGIVING

## November 26 - 29, 2025

**BUY:**

**\$6 Single Ticket**

**GET:**

**FREE \$2 4-Spot Ticket with Bulls-Eye**

**WEDNESDAY to SATURDAY**

\*The qualifying purchase cannot include an add-on to meet the purchase amount.  
 Coupons cannot be used in conjunction with this promotion.  
 The Missouri Lottery reserves the right to end the promotion at any time.

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## Monthly Proceeds Provided to Education

The October transfer of Lottery proceeds to education was approximately \$32.1 million. The transfer was based on Lottery ticket sales in September, bringing total profits transferred so far in FY26 to \$114.9 million.

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

\$114.9 MILLION

PROVIDED FOR EDUCATION SINCE JULY

## November Calendar

NOV. 1	New Rewards Available for My Lottery® Members
NOV. 4	"Scratch Big, Win Big" Monthly Drawing
NOV. 11	Veterans Day, All Lottery Offices Closed
NOV. 12	Monthly Drawings in Points for Drawings™
NOV. 13	"Dashing Through the Dough" Drawing Date #1
NOV. 24	MO Money Monday
NOV. 26-29	"Friendsgiving" Promo at Retail
NOV. 27	Thanksgiving, All Lottery Offices Closed
Next MO Money Monday: Monday, Dec. 29, 2025	

RETAILER HOTLINE 1-866-665-6883 RETAILER PORTAL [retailer.molottery.com](http://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