



RETAILER CONNECTION

April
2026



MONEY MONDAY

Earn a \$25 bonus when you confirm/activate a pack AND cash a winner from each of the new games by midnight the day after delivery.

\$10
\$250,000 Crossword
\$250,000 top prize



6 49148 00550 0

\$5
U.S. Soccer
Loaded with \$500 top prizes



6 49148 00552 4

Highest Performing Retailers

Here's an alphabetical look at our next batch of Million Dollar Club retailers. Each of these businesses sold at least \$1 million in Missouri Lottery games in 2025.

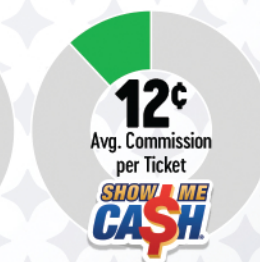
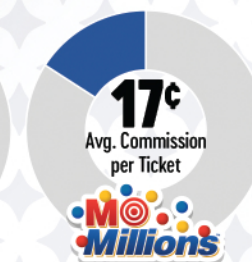
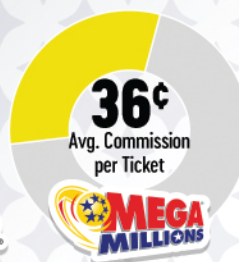
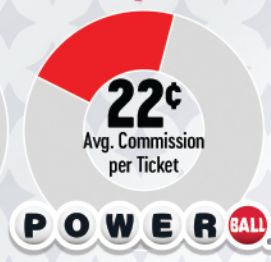
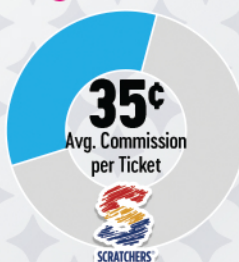
Congratulations to all!



- QUIKTRIP 221, KANSAS CITY
- QUIKTRIP 223, KANSAS CITY*
- QUIKTRIP 224, KANSAS CITY
- QUIKTRIP 227, KANSAS CITY
- QUIKTRIP 228, N KANSAS CITY
- QUIKTRIP 230, INDEPENDENCE
- QUIKTRIP 233, BELTON
- QUIKTRIP 234, KANSAS CITY
- QUIKTRIP 238, KANSAS CITY
- QUIKTRIP 277, KANSAS CITY*
- QUIKTRIP 278, KANSAS CITY
- QUIKTRIP 602, ST. CHARLES
- QUIKTRIP 604, ST. PETERS
- QUIKTRIP 607R, ST. JOHN
- QUIKTRIP 608, ST. PETERS
- QUIKTRIP 609, ST. LOUIS
- QUIKTRIP 610, MAPLEWOOD
- QUIKTRIP 612, BERKELEY
- QUIKTRIP 614, ST. LOUIS
- QUIKTRIP 615, HAZELWOOD
- QUIKTRIP 622, MARYLAND HEIGHTS*
- QUIKTRIP 626, OAKLAND
- QUIKTRIP 627, FLORISSANT
- QUIKTRIP 629, ST. LOUIS*
- QUIKTRIP 634, ELLISVILLE*
- QUIKTRIP 636, ST. LOUIS
- QUIKTRIP 637, ST. LOUIS
- QUIKTRIP 638R, ST. LOUIS
- QUIKTRIP 640, O'FALLON
- QUIKTRIP 641, ST. LOUIS
- QUIKTRIP 642, FENTON*
- QUIKTRIP 643, O'FALLON
- QUIKTRIP 644, MARYLAND HEIGHTS
- QUIKTRIP 648, ST. LOUIS
- QUIKTRIP 649, GREEN PARK
- QUIKTRIP 654, WENTZVILLE*
- QUIKTRIP 659, BRIDGETON
- QUIKTRIP 662, O'FALLON*
- QUIKTRIP 665, OVERLAND
- QUIKTRIP 668, ST. LOUIS
- QUIKTRIP 675, O'FALLON
- QUIKTRIP 679, ST. LOUIS
- QUIKTRIP 687R, ST. LOUIS
- RAYMORE PRICE CHOPPER 285, RAYMORE
- REEVES BOOMLAND, CHARLESTON
- ROCKET #4211, FLORISSANT
- ROCKET #4227, WENTZVILLE
- SCHNUCKS MARKET 102, ST. LOUIS
- SCHNUCKS MARKET 105, ST. LOUIS
- SCHNUCKS MARKET 106, BALLWIN
- SCHNUCKS MARKET 107, ST. LOUIS
- SCHNUCKS MARKET 110, ST. PETERS
- SCHNUCKS MARKET 111, ST. CHARLES
- SCHNUCKS MARKET 113, ST. LOUIS
- SCHNUCKS MARKET 117, MARYLAND HEIGHTS
- SCHNUCKS MARKET 118, ST. LOUIS
- SCHNUCKS MARKET 122, HIGH RIDGE
- SCHNUCKS MARKET 125, ST. LOUIS
- SCHNUCKS MARKET 127, ARNOLD
- SCHNUCKS MARKET 129, O'FALLON
- SCHNUCKS MARKET 137, ST. LOUIS
- SCHNUCKS MARKET 141, ST. LOUIS
- SCHNUCKS MARKET 145, JENNINGS
- SCHNUCKS MARKET 173, TWIN OAKS
- SCHNUCKS MARKET 184, FLORISSANT
- SCHNUCKS MARKET 192, ST. LOUIS
- SCHNUCKS MARKET 193, ST. LOUIS
- SCHNUCKS MARKET 198, FLORISSANT
- SCHNUCKS MARKET 206, FLORISSANT
- SCHNUCKS MARKET 225, MAPLEWOOD
- SCHNUCKS MARKET 227, ST. LOUIS
- SCHNUCKS MARKET 231, ST. LOUIS
- SCHNUCKS MARKET 258, ST. LOUIS
- SCHNUCKS MARKET 276, FLORISSANT
- SCHNUCKS MARKET 731, FESTUS
- SPIRITS PLUS, ST. LOUIS
- STELMACKI SUPER MKT, MOLINE ACRES
- THE STORE, HAYTI*
- UNITED MART 5, FLORISSANT
- WALLIS PETROLEUM 501, O'FALLON
- WALLIS PETROLEUM 511, OAKVILLE
- WALLIS PETROLEUM 518, BARNHART
- WALLIS PETROLEUM 521, ST. LOUIS
- WALLIS PETROLEUM 522, ROCK HILL
- WALLIS PETROLEUM 525, OAKVILLE
- WALLIS PETROLEUM 535, ST. CHARLES
- WALMART #1514 SUP, ARNOLD
- ZINGERS MART 1, ARNOLD
- ZX ZEPHYR XPRESS, ST. LOUIS

*first time members

Average Commission per Ticket



Lottery players continue to move toward higher price points, which means more profits for you! In fact, the top three Scratchers prize points – \$20, \$30 and \$50 – account for more than HALF of all Scratchers sales.

Myth: There is no assurance that lottery drawings are conducted fairly.

Fact: It's actually quite the opposite. Official lottery drawings are carefully watched, closely scrutinized and certified by independent auditors. And they should be. The Lottery is a significant source of state revenue – generating hundreds of millions of dollars annually to support Missouri public education. Comprehensive and often tedious security measures and drawing procedures are standard across the industry and crucial to the success of any lottery.



Big Jackpot Reminders

Big jackpot runs lead to increased sales, but did you know there are ways to leverage those high jackpots even more? And it's as easy as 1-2-3.

1

Post Jackpot Flyers

- Big jackpots grow quickly, and having updated flyers can help customers make a purchase decision.
- Quickly print flyers directly from the retailer portal website. (See the 'My Sales Tools' section at retailer.molottery.com.)

2

2

Share Lottery Posts on Your Social Channels

- Why reinvent the wheel? When you follow the Missouri Lottery, you have ready-made content available to share within seconds.

3

Replenish Low Ticket Stock

- Ordering is quick and easy when you use Brightstar's Solution Center at <https://mo.lotterysupport.com>.



Tribute: 40 Years of Winning

When we say we have the best partners in raising funds for public education, we mean it. The following retailers are part of an elite group of businesses who have been with us since the very beginning.

- SIGNAL FOOD STORE #104, NIXA
- AYERCO 26, ALEXANDRIA
- VETERANS CURRENCY EXCHAN, ST. LOUIS
- BJ'S BAR & RESTAURANT, FLORISSANT
- DIERBERGS-4 SEASONS 02, CHESTERFIELD
- SIGNAL FOOD STORE #101, SPRINGFIELD
- PRICE CHOPPER 104, BLUE SPRINGS
- DIERBERGS-TELEGRAPH 14, ST. LOUIS
- RIVIERA, ST. CHARLES

- DIERBERGS-SOUTHROADS 01, ST. LOUIS
- DIERBERGS-BOGEY HILLS 09, ST. CHARLES
- WOODS SUPERMARKET 461, BUFFALO
- WOODS SUPERMARKET 473, STOCKTON
- DIERBERGS-FLORISSANT 10, FLORISSANT
- DIERBERGS-MANCHESTER 04, MANCHESTER
- DIERBERGS-CLARKSON 06, ELLISVILLE
- DIERBERGS-W OAK 05, CREVE COEUR
- PRENGER'S FOODS, MARCELINE

We'll highlight a new group of 40-year retailers each month this year.





TAKE A CHANCE DAY

April 23, 2026

BUY: CASH POP
\$5 Single Ticket

GET: PICK 3
WILD BALL
FREE Ticket
with Wildball
(a \$1 value)

ONE DAY ONLY

*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.
©2026 Missouri Lottery Commission. Wild Ball™ is a registered trademark. Cash Pop™ is a registered trademark of Brightstar Lottery.

Swing Your Door with Lottery Promotions

Introducing our newest retailer publication – “Swinging Your Door” – featuring a full three months’ worth of Lottery promotions at a glance!

Keep it as a handy reference for all upcoming statewide customer promotions.

- This publication replaces the need for individual promotional sell-ins.
- You’ll still receive how-to-play brochures for second-chance promotions and half-sheet flyers for terminal promotions.



Monthly Proceeds Provided to Education

Sales of Lottery tickets in February resulted in approximately \$28.4 million sent to Missouri public education in March. That brings total profits transferred so far in FY26 to over \$259.9 million.



April Calendar

APRIL 1	New Rewards Available for My Lottery® Members
APRIL 1	New RG Prize Available on Retailer Portal
APRIL 7	"Scratch Big, Win Big" Monthly Drawing
APRIL 15	Monthly Drawings in Points for Drawings™
APRIL 23	"Take a Chance Day" One-Day Promo
APRIL 27	MO Money Monday

Next New Ticket Delivery:
Tuesday, May 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