



# RETAILER CONNECTION

February 2026



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**\$5**  
**LOTERIA™**  
 \$100,000 top prize

6 49148 00544 9

**\$10**  
**\$1,000,000**  
**Money Blast**  
 \$1 million top prize

6 49148 00526 5

- 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.





# Meet our Highest Performing Retailers

A total of 239 Missouri Lottery retailers earned membership into the Million Dollar Club, based on 2025 sales. Here's a look at the first batch of businesses who sold \$1 million or more in Lottery tickets last year. In fact, the following earned coveted status as Diamond and Gold level MDC retailers.

## DIAMOND LEVEL – Sold \$2 million or more

- CAR-MAC'S, HOLLAND
- DIERBERGS-FLORISSANT 10, FLORISSANT
- DUNN MART, FLORISSANT
- ON THE RUN 611, FLORISSANT
- QUIKTRIP 178, KANSAS CITY
- QUIKTRIP 620, UNIVERSITY CITY
- QUIKTRIP 628R, ST. LOUIS
- QUIKTRIP 639, ST. LOUIS
- QUIKTRIP 650R, HAZELWOOD
- QUIKTRIP 651, ST. LOUIS
- QUIKTRIP 658, ST. LOUIS
- QUIKTRIP 670, FLORISSANT
- QUIKTRIP 676R, FERGUSON
- RED X, RIVERSIDE
- SIKESTON KWIK STOP INC, SIKESTON
- UNITED MART BP, ST. LOUIS
- WALLIS PETROLEUM 533, AFFTON

## GOLD LEVEL – Sold \$1.5 million or more

- 7-ELEVEN STORE 27838D, ST. LOUIS
- AUTO SPA ETC, ELLISVILLE
- BARRELL BLENDS, BRIDGETON\*
- BELLEFONTAINE BP, ST. LOUIS
- GAS MART 48, FLORISSANT\*
- HALLS FERRY FUEL & FOOD, FLORISSANT
- HUCKS FOOD STORE 264, FLORISSANT
- HY-VEE 1542, RAYTOWN
- KING'S LIQUOR BEER WINE CIG, ST. LOUIS
- MR. T'S LIQUOR STORE, CARDWELL
- NEIGHBORS MARKET, ST. LOUIS
- ON THE RUN 614, OLIVETTE
- PHIL-MART, SALEM
- PRICE CHOPPER 102, KANSAS CITY
- PRICE CHOPPER 21, KANSAS CITY
- QUIKTRIP 168, KANSAS CITY
- QUIKTRIP 179, PLEASANT VALLEY
- QUIKTRIP 216, INDEPENDENCE
- QUIKTRIP 222, KANSAS CITY
- QUIKTRIP 601, BEL RIDGE
- QUIKTRIP 605, BELLEFONTAINE
- QUIKTRIP 623, ST. CHARLES
- QUIKTRIP 624, ST. LOUIS
- QUIKTRIP 633, ST. LOUIS\*
- QUIKTRIP 635, ST. ANN
- QUIKTRIP 647, RICHMOND HEIGHTS
- QUIKTRIP 664, BRIDGETON
- QUIKTRIP 671, ST. LOUIS
- SCHNUCKS MARKET 143, ST. LOUIS
- SCHNUCKS MARKET 149, ST. LOUIS
- SCHNUCKS MARKET 191, BRIDGETON
- SCHNUCKS MARKET 218, ST. LOUIS
- SCHNUCKS MARKET 272, ST. LOUIS
- ULTIMATE GROCERY, ST. LOUIS
- WALLIS PETROLEUM 514, ARNOLD
- ZINGERS MART 3, ST. LOUIS
- ZOOM, ST. LOUIS

More Million Dollar Club retailers will be featured in next month's *Retailer Connection*.



Seven social environment retailers met or exceeded \$250,000 in Club Keno sales last year, earning their spot in the Keno Crown Club.

- BUFFALO WILD WINGS GRILL & BAR, BALLWIN
- DYLAN'S SPORTS BAR/GRILL, ARNOLD
- PIRATES COVE, BRIDGETON
- PLAYERS RESTAURANT, WARRENSBURG
- THE HIDEAWAY BAR & GRILL, WARRENSBURG
- THE RUNAWAY LOUNGE, KANSAS CITY
- VFW 6274, BALLWIN

\*first time members

## Tribute: 40 Years of Winning

Through Lottery sales, our retailers are a valued partner in raising funds for public education. The retailers featured here have been with us since the beginning, and we think four decades of Lottery sales is something to celebrate!

- YOSS THRIFTWAY, ADRIAN
- EXPRESS MART-CEDAR HILL, CEDAR HILL
- AYERCO 65, LOUISIANA
- AYERCO 23, HANNIBAL
- AYERCO 22, HANNIBAL
- DO DROP IN CONVENIENCE, ROLLA
- DISABLED VETERANS TRUST, KANSAS CITY
- AYERCO 30, KIRKSVILLE
- AYERCO 21, KAHOKA
- AYERCO 28, CANTON
- MR G'S LIQUOR, CALIFORNIA
- DUER OIL CO, KAHOKA

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



**Myth:** Playing the same numbers for years increases your chances of winning.

**Fact:** Each drawing is random and independent from any previous or future drawing. As a result, every drawing for a game has the same exact chances of winning as any other – regardless of whether you’ve played the same numbers before.

# MYTH BUSTER

## Mobile App Inclusion Increases Sales

Featuring Lottery retail promotions on your mobile app provides value to your customers. Not only does it remind them of Lottery in general, it alerts them to specific promotional offers. One chain who has implemented this practice has seen the following results:

- Increased Promotional Purchases
- Increased Store Participation
- Increased Promo Commissions

In fact, during a recent one-day promotion, the retailer quadrupled promotional purchases from the very same one-day promotion held the previous year.



**Valentine's Day**  
February 14, 2026

**BUY:** pick4  
\$5 Single Ticket

**GET:** CASH POP  
FREE Ticket (a \$1 value)

**ONE DAY ONLY**

18+ Play Responsibly

\*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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# MO Millions

Missouri's Millionaire Game

## Spotlight on MO Millions

MO Millions players are feeling the wins. As Missouri's new Millionaire Game, MO Millions is awarding 45% more prizes than the previous game – and that means more of your customers are winning!

- First jackpot - \$3.4 million - won on Jan. 14
- Average number of winners per draw: 8,173
- Average prizes paid out per draw: \$173,454



## CASH4LIFE® REMINDER

Cash4Life® sales will end nationwide after the Feb. 21 drawing. Please consult your step-down schedule for the last dates to purchase multi-draw tickets.

## Monthly Proceeds Provided to Education

As a result of Missouri Lottery ticket sales in December, approximately \$43.6 million, our highest monthly transfer to date, was sent to Missouri public education in January. Total profits transferred so far in FY26 now top \$208.1 million.



## February Calendar

- FEB. 1** New Rewards Available for *My Lottery*® Members
- FEB. 3** "Scratch Big, Win Big" Monthly Drawing
- FEB. 12** Lincoln's Birthday, All Lottery Offices Closed
- FEB. 16** Presidents' Day, All Lottery Offices Closed
- FEB. 18** Monthly Drawings in Points for Drawings™
- FEB. 23** MO Money Monday

**Next MO Money Monday:**  
Monday, March 30, 2026

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



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Missouri Lottery