

# THE QUARTER



# POWER BALL MANIA



IT'S KENO &  
CASH POP  
SEASON

FEBRUARY  
SCRATCH-OFFS

REGIONAL  
ROUNDUPS

# THE PRESIDENT'S CORNER

**Wow!** The past few months have been particularly exciting for the Kentucky Lottery and our retailer partners! In response to player and retailer research and insights, we launched our first-ever \$50 Scratch-off ticket, "500X," with the highest payout offered on a Kentucky Lottery Scratch-off ticket. We also rolled out our new, Kentucky-only draw game, "Kentucky 5." As if these awesome additions to our portfolio weren't enough to keep us busy, on Halloween and then through the whole first week of November, the Powerball jackpot grew to a record \$2.04 billion dollars!

It took all of us to handle the volume and excitement that comes with this level of Powerball Fever, the likes of which we'd never seen before. We hadn't seen demand or a player response even remotely like this since early 2016 when the Powerball jackpot rolled to a \$1.58 billion dollars. But our retail partners didn't flinch: you kept dispensers filled, you moved those lines of jackpot chasers along, and as a result, we took advantage of all these great lottery opportunities that presented during the 2nd quarter of this fiscal year. Sales of Powerball during that jackpot run alone generated over \$16 million dollars for grants and scholarships for Kentucky college students! Not to mention the love that players were feeling for our other games as well during that time.

Then the holidays hit and your teams were just as busy as ever during that critical time for your business. Through it all, I appreciate you, the students of the Commonwealth appreciate you, and the families who have enjoyed the help of grants and scholarships to the tune of \$4.4 Billion appreciate you. And while we didn't sell the Powerball jackpot winner, we did make quite a few life-changing awards to winners during the August-November Powerball roll, including Rickie Melton and his family of Benton, winners of a \$2 million prize..

## Big Powerball Wins, By the Numbers

- Two \$2,000,000 Powerball w/Power Play winners
- Two \$1,000,000 Powerball winners
- One \$100,000 Powerball w/Power Play winner
- Fifteen \$50,000 Powerball winners



Mary Harville  
Kentucky Lottery  
President and CEO





# RETAILER & LOUISVILLE BATS BASEBALL

Louisville-area retailers were invited to a Louisville Bats game this past fall. Kentucky Lottery President & CEO Mary Harville was able to speak with most of them and thank them for being a Kentucky Lottery retailer.



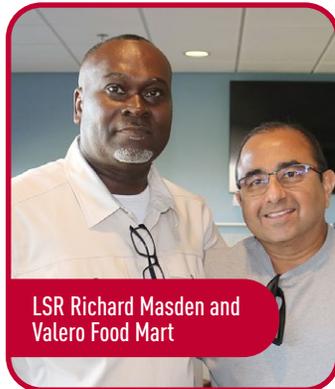
President & CEO Mary Harville with LSR Patrick Hughes and AAA Food Mart



VP & Chief Revenue Officer Amy Drooker, RSM Minna Sung, Mary Harville and Lickety Split



RSM Minna Sung, Mary Harville and Convenient 40



LSR Richard Masden and Valero Food Mart



Kroger L-728 and LSR Richard Masden (center)



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# POWERBALL MANIA





The world's largest lottery prize was won in November. One single ticket in California matched all the numbers and the Powerball to win the \$2.04 BILLION Powerball jackpot.

There were 41 draws for this historic jackpot that started August 6th. Kentucky Powerball sales for the record run totaled \$39.4 million with approximately \$15.7 million earned for grant and scholarship programs. Over the course of the run, the Kentucky Lottery held multiple player promotions and media events. Retailers were big winners too, through not only additional sales, but the increased foot traffic and sales of other products in their stores.

During this jackpot run, the Kentucky Lottery had fifteen \$50,000 winners, one \$100,000 winner, two \$1,000,000 winners and two \$2,000,000 winners. The \$100,000 and \$2,000,000 prizes were multiplied because the player chose to add the Power Play option to their ticket.

While we did not have a jackpot winner here in Kentucky, we have had 18 Powerball jackpot winners in our history of the game. The last Kentucky Powerball winner was in December 2010.



# RETAILER REFRESH

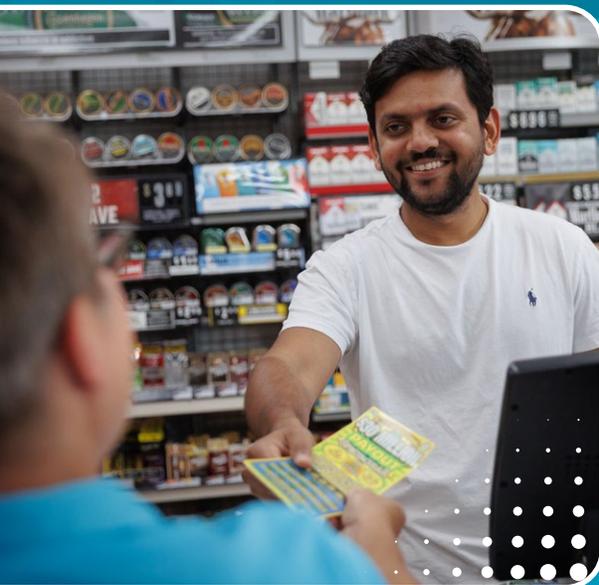
By Briana Bluford, Kentucky Lottery Senior Counsel

The Kentucky Lottery Corporation (KLC) relies on its licensed retailers to ensure that lottery tickets are advertised, sold, and cashed pursuant to official Kentucky Lottery Corporation guidelines and policies. Properly selling and cashing lottery tickets helps the KLC maximize its mission of fueling player imagination and funding education.

Below is a list of Retailer Dos and Don'ts to help you meet your obligations as you sell and cash Kentucky Lottery tickets:

## KLC LICENSED RETAILERS SHOULD:

- Sell Lottery tickets at the price authorized by the KLC
- Payout winning lottery tickets without a surcharge
- Award full cash payouts for qualifying lottery ticket prizes
- Display and promote lottery products according to KLC policy



# TICKET SALES AND CASHING OBLIGATIONS

## KLC LICENSED RETAILERS SHOULD NOT:

- Charge players a fee to cash a winning lottery ticket
- Charge players a fee for purchasing lottery tickets with a debit card
- Surcharge players for purchasing lottery tickets without the purchase of other store merchandise
- Award lottery tickets as a prize without authorization from the KLC
- Engage in harassing or menacing conduct with players or KLC representatives



For additional information and resources about KLC licensed retailer rules and regulations, please contact your KLC Local Sales Representative (LSR) or visit the KLC Retailer website at <https://www.kylottery.com/apps/retailers/index.html>.

Thank you for all you do to support the Kentucky Lottery Corporation's mission.

# SHAKE OFF THE WINTER BLUES WITH A BRAND NEW \$30 SCRATCH-OFF!

By Rhonda Zimmerman, Director, Scratch Games

This February, we'll launch a new \$30 game! This time around, it offers play areas on the **front and back sides** for added value and play action. This should surprise and delight your VIP and High Roller (high risk/high reward) customers!

**MEGA MULTIPLIER** is the SIXTH \$30 game to launch and could prove to be the best one yet. In addition to the "Scratch My Back" feature, it also offers **three top prizes of \$3,000,000\*** (\*win \$150,000 a year for 20 years) and **up to 45 chances to win, with over \$54.6 million in total cash prizes!** The simple key number match play style also includes auto-wins, multipliers, and win-all features, as well as four different color scenes in every pack.

In addition to the top prizes, there's **over \$24.4 million in prizes from \$50 to \$50,000**, including a \$50 and \$100 winner per pack, as well as \$350 in GLEPS (guaranteed low-end prizes), which translates to more churn and cashing activity in your stores to help boost your bottom line. And, with **overall odds of 2.61**, this game is sure to drive foot traffic into your locations!

In addition to this fabulous new \$30 game, we'll also be launching two new \$5 games and two new \$10 games on February 16th as well.



**GO FOR THE GREEN!** –

This fun \$5 game launches just in time for St. Patty's Day in March. With the success of the seasonal games in the fall, we wanted to offer more seasonally-themed games as a way to keep "casual" players engaged. This short run game is planned to be in market for about 8-12 weeks and offers a top prize of \$50,000.



Get ready for the next wildly popular \$500 top prize themed game with **FULL OF \$500'S SPRING EDITION**.

This is a pulsed game with the first pulse of approximately 1.6 million tickets in the "Spring" edition (pulse 1) and another 1.6 million tickets in the "Summer" edition (pulse 2).

**March not only brings Basketball Madness to Kentucky but also a variety of new games full of fun and entertainment as we head into the last quarter of FY23.**

Starting on March 30, 2023, we will have a huge launch of seven new games at nearly every price point including \$1, \$2, \$3, \$5, \$10, and \$20 games. Wow!!!

The super stars of this launch should blow the doors off the dispenser and vending machines with the next version of the highly successful and high-indexing theme of **\$50, \$100 OR \$500!** As with previous versions in this genre, this game is designed to be in market for approximately 52 weeks and consists of over six-million printed tickets. These low top prize games always index extremely well throughout their street life so we're expecting the same type of performance with this version. It offers **over \$43.6 million in total cash prizes**.

And then rounding out the March launch is the \$20 game – **\$1,000,000 LUCK**. The rich look of the ticket art featuring a large golden horseshoe surrounded by cash is the perfect game for your VIP players. **With three \$1,000,000 top prizes\*** (win \$50,000 a year for 20 years) and **over \$41.4 million in total prizes**, this game is the perfect kick-off to this year's Spring horse-racing debut. In addition to the top prizes, players have the opportunity of winning a lot of mid-tier prizes as well **with over 226,500 prizes from \$50 to \$5,000**, including a \$30, \$50, and \$100 winner in every pack.







# PROMOTIONS

By Susan Simmons, Marketing Manager, Promotions & Production

## DERBY CITY FANATIC SECOND CHANCE

We're bringing back the Derby City Fanatic second chance promotion. One lucky winner will receive a prize package that includes VIP treatment at a range of experiences around Louisville and become the "Thunderator" – the person who starts the fireworks for Thunder Over Louisville.

The amazing VIP package includes:

- (1) One person will win the opportunity to be the 2023 Derby City Fanatic. Each experience will be for the Grand Prize winner and a guest(s).
- (4) tickets to Great Steamboat Race
- (4) tickets to Day at the Downs
- (4) tickets to Thunder Over Louisville VIP party
- (4) tickets to BourbonVille
- Certificate for private tour of Kern's Kitchen DERBY-PIE factory
- Certificate for Kentucky Derby Museum tour
- Official 2023 Kentucky Derby Festival merchandise/swag for Kentucky Lottery Second Chance winner
- Official 2023 Kentucky Derby Festival framed poster for Kentucky Lottery Second Chance winner
- Exclusive, private tour of the Command Center and 2nd Street Bridge tour for Kentucky Lottery's Second Chance winner on Thunder Over Louisville eve, with potential of media interviews
- Accommodations at the Galt House on Friday (April 21, 2023) and Saturday (April 22, 2023) evening for the Kentucky Lottery Second Chance winner
- \$500 spending money

Players can enter this promotion by submitting eligible Keno or Cash Pop tickets worth \$5 or more. The promotion will run from Monday, February 6, 2023 through Sunday, March 19, 2023. The drawing will be held on or about March 23, 2023.



**DERBY CITY FANATIC**

**CASH POP**

**BULLSEYE KENO MULTIPLIER**

**Experience the City like a true VIP**  
**Second Chance Promotion**  
**February 6 - March 19, 2023**

- Enter with any eligible Keno & Cash Pop tickets worth \$5 or more at [kylottery.com](http://kylottery.com)
- Grand Prize Drawing: March 23, 2023

Visit [kylottery.com](http://kylottery.com) for additional details. Tickets must be purchased at a Kentucky Lottery retailer to be eligible for this promotion.

KENTUCKY DERBY FESTIVAL

KEES

## TERMINAL PROMOTIONS

We did a test pilot program of a few promotions back in August 2022 and will be executing these statewide. These promotions included Bonus Hours for both Keno & Cash Pop where prizes won on qualifying Keno & Cash Pop tickets will be increased by 50% during the promotion period. In addition to Bonus Hours, we also had a promotion that increased Keno's Bulls Eye prizes by a certain percentage during the promotional period. Look for more details in March and April on these promotions.

The logo for 'CASH POP' is rendered in a bold, bubbly, comic-book style. 'CASH' is in blue with a white outline, and 'POP' is in red with a white outline. Both words are set against a yellow background with a black and white halftone dot pattern. The entire logo is enclosed in a jagged, black-outlined shape that resembles a speech bubble or a comic book sound effect.The logo for 'BULLS EYE KENO MULTIPLIER' features the words 'BULLS EYE' in black, bold, sans-serif font above a red bullseye icon. Below this, the word 'KENO' is written in large, blue, bubbly letters with a white outline and a yellow drop shadow. To the right of 'KENO' is a yellow 'X' with a black outline, and the word 'MULTIPLIER' is written in black, bold, sans-serif font below the 'X'. The entire logo is set against a yellow background with a black and white halftone dot pattern.

# MARKETING UPDATE

## KENTUCKY 5 TV BEHIND THE SCENES!

By Edie Frakes, VP Marketing

Now on sale across the state is Kentucky 5! This game has been researched and planned for market over the 18 months prior to its November launch. It's been supported in all marketing channels and POS but also with a hilarious video concept that you may have scene called "High 5 Fails" meant to capture attempts at this storied celebratory gesture (that has some origins and ties right here in the Commonwealth (see below excerpt)). Caught on video (office security, ring door, social media, phone, etc.) are attempts at the gesture that miss. But our player LANDS the high five once he's mastered how to play Kentucky 5 right there at a retail store just like yours. Gimme 5 Kentucky! This campaign aired at game launch but will be on statewide again coming this April!



**Kentucky**  
**EXTRA**



Source Wikipedia:

The high five is a hand gesture that occurs when two people simultaneously raise one hand each, about head-high, and push, slide, or slap the flat of their palm against the flat palm of the other person. The gesture is often preceded verbally by a phrase like "Give me five", "High five", "Up high", or "Slap hands." Its meaning varies with the context of use but can include as a greeting, congratulations, or celebration.

There are many origin stories of the high five, but the two most documented candidates are Dusty Baker and Glenn Burke of the Los Angeles Dodgers professional baseball team on October 2, 1977, and Wiley Brown and Derek Smith of the Louisville Cardinals men's college basketball team during the 1978–1979 season.



**FUELING  
IMAGINATION  
FUNDING  
EDUCATION**



If you ask anyone in Kentucky if they know about the KEES program and most will say they do. And most of those people have been touched by KEES, somehow or someway. That includes Kentucky Lottery employees. So, we say, "Thank you" for all your efforts as a Kentucky Lottery retailer!



# PLAYER FEEDBACK ON BRANDED SCRATCH-OFFS

By Rebecca Kubran, Marketing Specialist

What makes a Scratch-off ticket stand out from the rest? Is it the colors or the artwork? What if a ticket had a brand name on it? Would customers be more likely to buy it? These are the questions we put to our Lottery Fun Club in a recent survey about Licensed Properties. We received over 1,000 responses to different themed categories. Here's how they ranked the options:

## MOVIE THEME

Players were shown three different movie themed ticket options. A slight majority of Fun Club members preferred **Addams Family (35%)** to **Jaws (33%)** and **Universal Monsters (32%)**.



## GAME SHOW THEME

Players were then shown three different Game Show themed tickets. A majority (**38%**) said they would be interested in purchasing a **"Price is Right"** themed ticket, over **Family Feud** and the **Big Spin**.



## ARCADE THEME

Out of the three Arcade game themed tickets, the Fun Club respondents reported **"Pac Man"** as their favorite ticket at **40%**.

## DREAM HOME THEME

Between the two Dream Home themed tickets, respondents preferred the **“Home Depot Dream Makeover”** ticket at **52%** to the **“HGTV Lottery Dream Home”** ticket at **48%**.

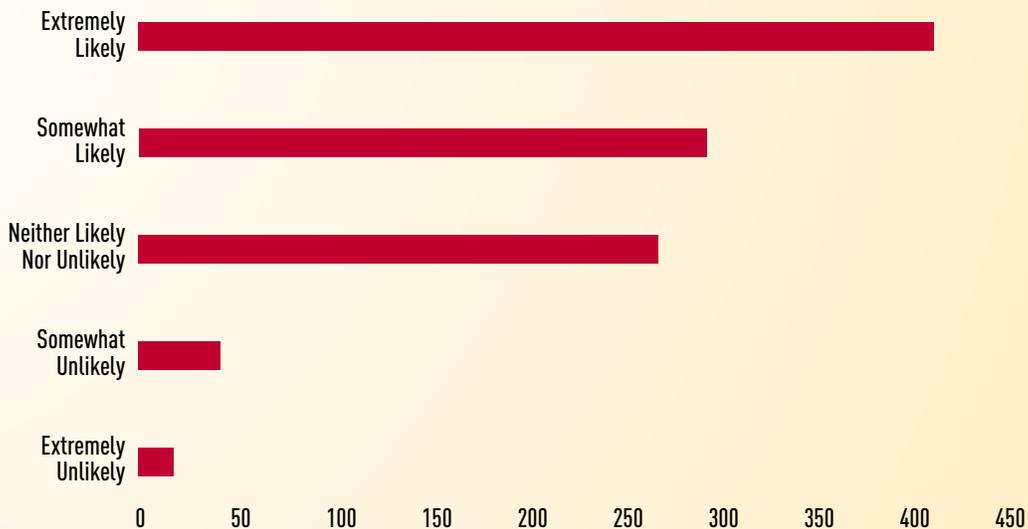


## CULINARY THEME

The Fun Club preferred the **“Grillin’ & Chillin’”** ticket at **58%** to the **“Guy Fieri Flavortown”** ticket at **42%**.

All tickets were put together at the end and respondents were asked to select their top three choices. The Fun Club chose, “The Price is Right,” “Pac-Man,” and “Family Feud” as the branded Scratch-off tickets they were the most likely to play. Interestingly, the Game Show & Arcade themed tickets were the most liked categories overall. This could be because their “game” format lends themselves well to a Scratch-off play style.

Finally, we asked respondents how likely they would be to purchase a branded Scratch-off game rather than a standard Kentucky Lottery Scratch-off game. Here’s what they said:



Overall, it appears that Kentucky Lottery players would be interested in purchasing licensed property Scratch-off games. We just need to make sure the price “point” is right! Be on the lookout for some of these tickets in your store in the future!

# WINNERS WINNERS EVERYWHERE!

By Jennifer Cunningham, Sr. Communications Specialist

## “I NEVER IMAGINED THIS WOULD EVER BE ME.” LOUISVILLE MAN SCRATCHES OFF \$500,000 PRIZE

A Louisville man (who wishes to remain anonymous) is in disbelief after he bought a Kentucky Lottery Scratch-off ticket – and won \$500,000.

“I never imagined this would ever be me. I’m just amazed,” he said.

“I don’t normally buy \$20 tickets, but I had a little extra money and thought why not,” he said.

As he scratched off the \$2,000 Loaded! ticket, he began to uncover symbols indicating he had won \$2,000 and \$50,000.

“I scratched off the fourth number and saw another 5X for \$10,000, another \$50,000 prize. I thought, ‘Oh my gosh, I’m at one hundred and four thousand dollars. They probably thought I stole something, I ran out of the store so fast,’” he told lottery officials.

He went back to work where his wife also works and finished scratching off the rest of the ticket. After revealing a win in all 20 spots on the ticket, he won the game’s \$500,000 top prize.

“It was crazy, we just couldn’t believe it,” he said.

Later that night, he stopped at a different store to check his ticket just to make sure it was a winner. “I scanned it on the ticket checker when ‘You won \$500,000, See KLC Corp’ popped up on the screen,” he said.

“I was in shock. I had so much going on in my head. I never felt like I was going to ever get ahead,” he said.



## LOUISVILLE MAN FIRST-EVER KENTUCKY 5 JACKPOT WINNER

A Louisville man is the first jackpot winner on Kentucky 5 winning \$60,000 from the November 25th drawing. His winning ticket matched the five numbers needed to win the game’s jackpot.

“I wasn’t aware there was a new game until the clerk told me about it. I didn’t know how to play so he gave me a Quick Pick,” he said.

“I went back to see how much I had won when he (store clerk) said, ‘Look, you won sixty thousand dollars.’ I normally get excited but this time I was just calm,” he told lottery officials.

After taxes, the Jefferson County man (who wishes to remain anonymous) received \$42,600 and said he plans to pay off bills and get his car fixed.



## MUNFORDVILLE MAN “SPEECHLESS” AFTER WINNING \$777,000 ON KENTUCKY LOTTERY SCRATCH-OFF

Eddie Polston, of Munfordville, Kentucky says he was speechless after he won \$777,000 on a Kentucky Lottery Scratch-off ticket.

Polston purchased the \$20 Mega 7’s Limited Edition ticket at the Five Star on Main Street in Munfordville. He went to work where he scratched the ticket off. When Polston came to the last spot on his ticket, he revealed the “777” symbol. This symbol indicates the prize located below is multiplied by seven.

“When I saw the triple sevens, I was hoping it was at least ten dollars but then I saw the three ones,” Polston said. Turns out, the prize amount shown was \$111,000, making it \$777,000 after the multiplier was applied.

Polston took the ticket back to the store to confirm his big win. “She (store clerk) scanned it and screamed so loud. I was speechless,” he said.

“I couldn’t hold onto anything. I dropped the ticket because I was shaking so bad,” Polston told lottery officials.

The Hart County man drove to lottery headquarters the next day where he received a check for \$551,670. He told officials he hadn’t slept at all and that once he got the check in the bank, he would be able to sleep. Polston says he plans to pay off bills with his winnings.



## MARSHALL COUNTY MAN CLAIMS LARGEST PRIZE WON FROM NOVEMBER 5TH POWERBALL DRAWING

While a Kentucky Lottery player didn't claim the world's largest lottery jackpot, a lucky player from Symsonia, KY is still cashing in the largest prize won from the November 5th Powerball drawing.

Rickie, along with his wife Karen, made the trip to lottery headquarters to claim a \$2,000,000 Powerball ticket from the November 5, 2022, drawing.

"It's been nerve-wracking knowing we've won and having to hold on to the ticket until Wednesday," Rickie said.

Rickie told officials he was sitting in his driveway getting ready to leave for breakfast on Sunday morning when he reached in the console of his truck and pulled out his Powerball tickets to check from Saturday night's drawing.

"I pulled up the winning numbers on my phone and started looking at my tickets. It was the last ticket I checked; I got really nervous about matching the fourth number. On the fifth number, I was so nervous I couldn't leave the driveway and had to go back into the house," Rickie said.

Rickie was trying to hold his excitement while Karen slept after working a late shift as a nurse. "I kept pacing the floor until I just had to go wake her up," he said. Karen wasn't too happy with him at first, but it didn't take her long to wake up after she heard the big news.

Rickie purchased the \$3 winning ticket from the vending machine at the Walmart on West Fifth Street in Benton. He chose to let the machine pick his numbers (Quick Pick).

After taxes, the Western Kentucky couple walked away with a check for \$1,420,000. They told officials they already have an appointment with a financial planner and will invest some of their winnings. They also plan to take an Alaskan cruise and buy a new car.



## GRANT COUNTY WOMAN THANKFUL FOR \$1,000,000 KENTUCKY LOTTERY SCRATCH-OFF WIN

A Dry Ridge, Kentucky woman (who wished to remain anonymous) has won the first \$1,000,000 prize on the Kentucky Lottery's new \$50 500X Scratch-off ticket.

She purchased the 500X ticket out of a vending machine at Crittenden Fastlane in Crittenden.

"After I won thirty dollars on a Jackpot Fortune ticket, I went back in the store to cash in my ticket. That's when I noticed there was a new fifty-dollar ticket. So, I took my winnings and bought one of them (500X ticket)," she said.

As she scratched off the 500X ticket, she uncovered a "500X" multiplier symbol with a prize amount below of \$1,500. Next to the "500X" symbol was a "100X" multiplier symbol, with a \$2,500 prize. The symbols she revealed totaled the game's \$1 million top prize.

"Is that one thousand dollars? No wait, that's one million," she said.

"I was in shock. I couldn't sleep," she told lottery officials.

She drove to lottery headquarters the following day, walking away with a check for \$710,000, after taxes. The Grant County woman told officials she is thankful for her winnings and plans to pay off her car and purchase land.



## BOWLING GREEN WOMAN WINS \$2 MILLION POWERBALL PRIZE

A Bowling Green woman (who wished to remain anonymous) was very surprised to find out a Powerball ticket she had for the October 17th drawing matched the five white ball numbers to win the game's 2nd prize. This prize usually pays \$1 million; however, her husband chose to spend an additional \$1 for the Power Play feature, doubling the prize to \$2 million.

Her husband had taken the tickets to the store to check them when he saw 'you've won \$2,000,000' display on the screen. When he got home, he told his wife, "You've won two million dollars!" "No, you're pulling my leg," she said. "You did, I scanned it three times to make sure," he told her. "I about fell over," she said.

The day before claiming the ticket, the couple stopped at a store so that she could see the message for herself on the big screen. "I couldn't believe it," she said.

The couple made the drive to lottery headquarters where she received a check for \$1,420,000, after taxes. They told officials they planned to invest the winnings and already had an appointment with a financial planner.



# JEFFERSON SPOTLIGHT

By Minna Sung, Louisville Regional Sales Manager

Greetings to all our lottery partners in the New Year. The Jefferson Region Team is here to help your store maximize lottery sales to provide education dollars for many Kentuckians.

How?

**Sales:** We will discuss sales trends and make recommendations to help drive lottery sales.

**Display & Vending:** Always keep all bins full. Empty bins = Lost Sales

**Display & Vending:** Place these in highly visible places for easy customer visibility.

**New Games:** Activate new games early on Day 1. Lottery customers are looking for these games. The new games on display will drive these sales.

**Right Product Mix:** Set your games to the correct plan-o-grams. It's designed with the fastest selling games on the market.

**Kentucky Lottery Brand Awareness:** We place outdoor and indoor point of sale to bring attention to lottery games.

I look forward to seeing what we can accomplish together in 2023! Thank you again for all that you do!

**Top 3 retailers in the Jefferson Region, Scratch sales percentage increase Q2 FY23 VS. Q2 FY22:**

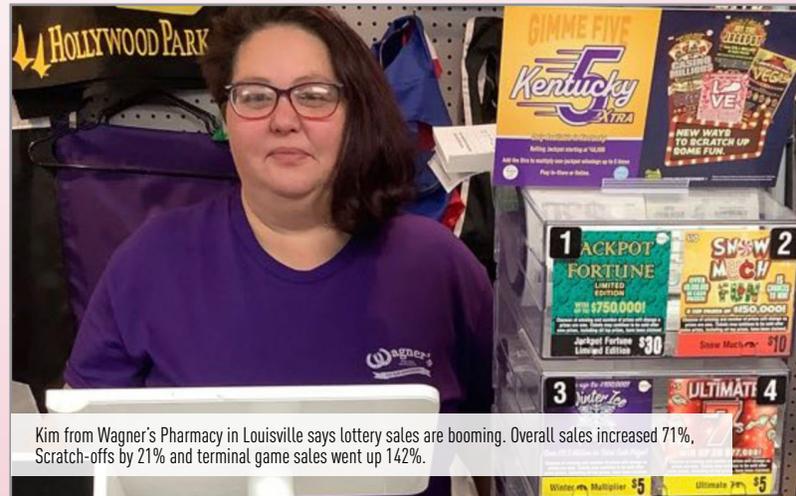
**#1 LIQUOR KINGS SUPER CENTER**  
449%

**#2 SUPERMERCADO GUANAJUATO #2**  
414%

**#3 SMOKE PALACE**  
178%



Lisa from Super USA #5 in Louisville is always happy to help a lottery customer. She always tells her customers "Good Luck" when they purchase lottery.



Kim from Wagner's Pharmacy in Louisville says lottery sales are booming. Overall sales increased 71%, Scratch-offs by 21% and terminal game sales went up 142%.



Yolanda of Super USA 101 in Louisville has been helping her store grow their lottery sales everyday by using our best practices of upselling our product and keeping her vending machine full. She's helped grow their 20 | The Quarter Scratch-off sales by 17% for the fiscal year.



Stephanie and Travis of Crossroads IGA #787 in Louisville confessed that the recent Powerball jackpot kept them busy, but the Powerball mania was exciting!



Eddy from Mellwood Valero in Louisville is all smiles with his lottery sales. The store is currently up 8% in total sales and up 14% in Scratch-off sales. Eddy is dedicated to keeping all bins full to eliminate missed sales.



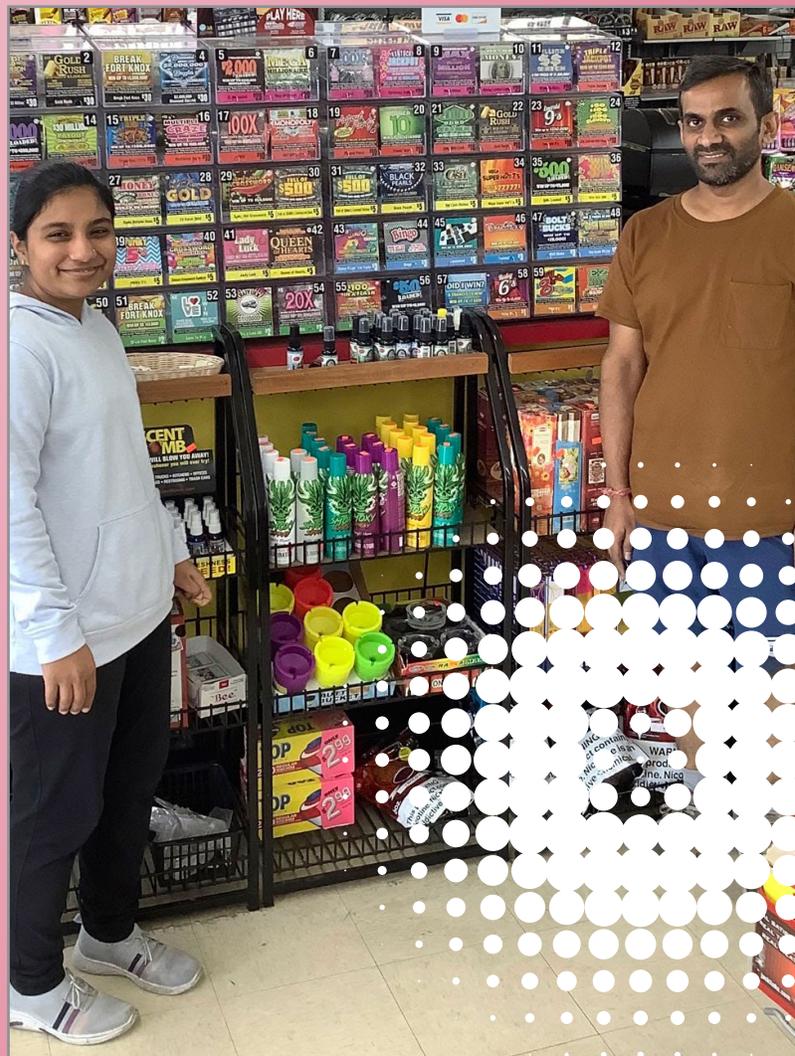
Manager Ashley, Circle K #3221 in Louisville is committed to lottery and always has games available for her customers!



Scott's Food Mart in Louisville is one of the largest retailers in the territory. Perry has an out-of-stock average under 5% with over 60 dispensers to keep full.



Angel and Maria, at Kroger L-758 in Mt Washington, are full of Christmas Spirit. They are very committed to keeping the Gemini and the counter full. The 13-week average for out-of-stocks is outstanding at 0.87% and 0.86% on both Geminis.



Tina and Danny of B Quick Food Mart in Louisville show off their 60-game counter display. They are one of the largest selling retailers in the area and have had dozens of big winners recently.

# BLUEGRASS SPOTLIGHT

By Rusty Reid, Bluegrass Regional Sales Manager

Happy New Year from the Bluegrass region! Thanks to your continued efforts, we continue to find ways to adapt and be successful. For that, we are very thankful for your support as are the students of Kentucky and our mission to fund education.

As we begin the new year, we have a new \$30 game coming in February and spring refresh of the very popular "Full of 500's!" For a sneak peek at what's coming later in the first half of 2023, we will have new \$50, \$100, \$500 Blowout tickets and a new family of games called "Precious Metals" in June. Our goal is to support your business, drive sales and to make our partnership as successful as it can be. With your continued support, we will always Fuel Imagination and Fund Education!

**Top 3 retailers in the Bluegrass Region, Scratch sales percentage increase Q2 FY23 VS. Q2 FY22:**

**#1 KROGER C-359 FUEL**  
450%

**#2 Q ZONE 3**  
271%

**#3 JOE'S MARKET**  
193%



Hardik and Pragna Patel, new managers of Southland Marathon in Lexington, wore stickers to advertise the \$1.5 Billion Powerball jackpot.



Mohamad, Garden Springs Market manager in Lexington, used to carry every active Scratch-off available. He stopped carrying his store's slower games and replaced them



Tic Toc Food Mart morning manager Jimmy keeps over 50 dispensers full as well as the Gemini. The Independence store got a Gemini last year to give customers more lottery options. Jimmy encourages customers to give the lottery a try.

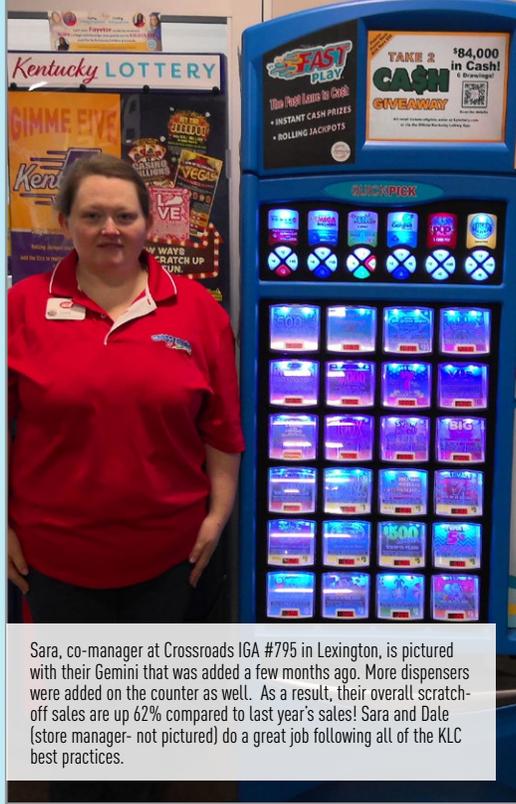
22 | The Quarter



Q Zone 3 store manager Lynn was excited to have a \$1,000,000 Mega Millions ticket sold at the Richmond store. Lynn is always promoting the lottery, encouraging customers to try new games, and reminding them when jackpots are high.



Kim McCann, co-manager at Crossroads IGA #761 in Lexington, and the store manager, Dave May (not pictured), do a great job at keeping bins full and on plan-o-gram both at the counter and in their vending machine. They added a Gemini-24 several months ago and their sales have increased by 53% overall for both scratch and online games.



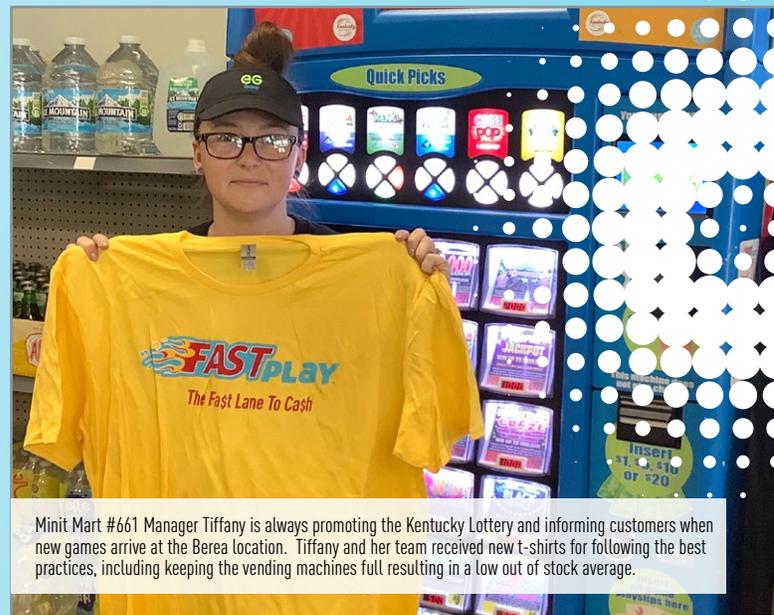
Sara, co-manager at Crossroads IGA #795 in Lexington, is pictured with their Gemini that was added a few months ago. More dispensers were added on the counter as well. As a result, their overall scratch-off sales are up 62% compared to last year's sales! Sara and Dale (store manager- not pictured) do a great job following all of the KLC best practices.



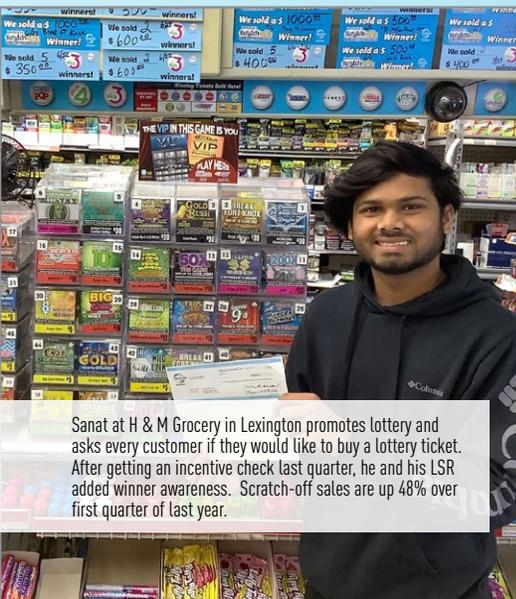
Max and Allie, from Kroger #361 on Alexandria Drive in Lexington, collected non-winning holiday tickets to decorate a Christmas tree and wreath in their store. They even wrapped a garland around the vending machines.



LSR Chanz Weazer and Bluegrass Regional Manager Rusty Reid present Suzanne of Hollywood Tobacco and Liquor in Florence a ceremonial check representing the selling bonus from the \$1.4 million Fast Play jackpot ticket sold at the store.



Minit Mart #661 Manager Tiffany is always promoting the Kentucky Lottery and informing customers when new games arrive at the Berea location. Tiffany and her team received new t-shirts for following the best practices, including keeping the vending machines full resulting in a low out of stock average.



Sanat at H & M Grocery in Lexington promotes lottery and asks every customer if they would like to buy a lottery ticket. After getting an incentive check last quarter, he and his LSR added winner awareness. Scratch-off sales are up 48% over first quarter of last year.



Leanna is just one of the friendly faces at the Gas Hole Food Mart in Independence. They have a nice selection of Scratch-off tickets at the point of purchase and in the Gemini by the front door. Convenience and simplicity are key for their customers.



LSR Haley McIntyre presents Crossroads IGA #761 store manager Dave with a retailer incentive check for selling a \$1 million Mega Millions ticket.

# CENTRAL SPOTLIGHT

By Garrett Trabue, Central Regional Sales Manager

Greetings to all our lottery partners in the Central Region!

Great things are coming this first quarter. In February, we will feature another new \$30 ticket called Mega Multiplier. Coming in March, we'll be launching seven new scratch-off games that are sure to be a hit with your players. This includes a new \$20 ticket called \$1,000,000 Luck. Don't forget to activate all new games on the first day to maximize your sales.

Thank you again for your partnership in helping to support education for scholarships and grants that benefit students in Kentucky!

## TOP 3 RETAILERS IN THE CENTRAL REGION, SCRATCH SALES PERCENTAGE INCREASE Q2 FY23 VS. Q2 FY22:

**#1 BO'S SMOKE SHOP #5**  
316%

**#2 STOP AND GO**  
189%

**#3 BURKESVILLE SMOKE SHOP**  
173%



Sonny and Charlie at RK Food Mart in Waynesburg sold a \$10,000 500X winning ticket. They look forward to hanging the banner so players know they sold the big win. They say their success is attributed to asking for the sale and checking their vending machines several times a day.



Terra is a driving force in lottery sales at Five Star #4436 in Hardinsburg. Her commitment to vending best practices is evident with her low out of stocks, consistently remaining under 5%. By keeping bins filled and set to plan-o-gram, Terra is able to make the sale every time.



Ken Patel at Burnside Shell in Somerset asks every customer for the sale, keeps bins full at all times, including the Gemini. His 13-week out of stock average is 0.18!



Victor Patel recently took over A&R Grocery in Somerset. He recently added a Gemini machine to give his customers more options. His out-of-stock average last month was 2.61%!



Kenny, owner of United Gas & Food in Bowling Green, is excited about the new games! By keeping bins filled and set to planogram, he can make the sale every time. His variety of games and excellent customer service continues to drive his loyal customer base.



Harry, Melissa and Heather at BG Parkway Marathon in Lawrenceburg are up 62% in sales. Their key to success is taping packs together in the vending machine and being on auto-order.



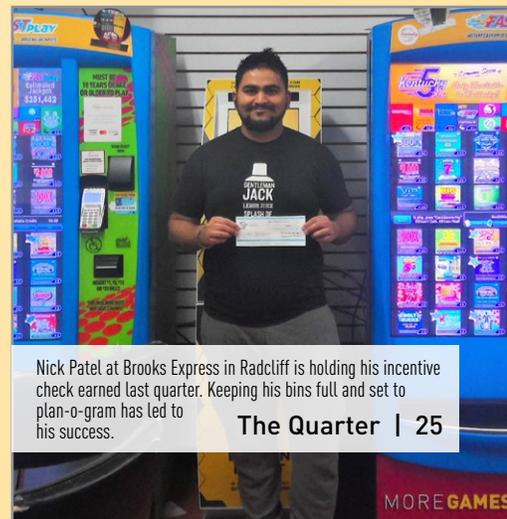
Sonny, owner of Chevron Gas in Bowling Green, and his team Hasmukh and Bhavna have a smile on their face to greet every customer as they walk through the door. Their dedication to lottery best practices is evident with their low out of stocks, consistently remaining under 3%!



Paul Patel is excited to have his Hwy 206 Food Mart in Columbia reopen. The store looks amazing after renovations, inside and out!



Mike Patel at Jay Shree Krishna in Rinneville was happy to receive his incentive check. By maintaining lottery best practices, he has increased sales and kept his out of stocks below 2%.



Nick Patel at Brooks Express in Radcliff is holding his incentive check earned last quarter. Keeping his bins full and set to plan-o-gram has led to his success.

# EASTERN SPOTLIGHT

By Wes Hardin, Eastern Regional Sales Manager

Hello, Eastern Region partners!

I want to share a great idea with everyone that some of our top retailers are doing with social media. Many of you have a Facebook page for your business. Asking a winner to post their photo on your social media, or just the winning tickets themselves, is a great way to increase your customer traffic. I've seen stores boost lottery sales by over 200% by doing this!

Thank you for being great partners and being the driving force for our scholarship funding.

## TOP 3 RETAILERS IN THE EASTERN REGION, SCRATCH SALES PERCENTAGE INCREASE Q2 FY23 VS. Q2 FY22:

#1 QUALITY MART  
497%

#2 MI-DEE MART #34  
156%

#3 THE COMMISSARY  
146%



A player at the Downtown BP in Morehead won on his first \$50 \$500x ticket.

26 | The Quarter



Cliff Murphy from Kings Mountain won \$75 on 500x at Speedway #7606 in Corbin.



Roston Foster won \$75 on 500X at Ron Mega Mart in Parker Lake.



Pitstop Express Food Fuel Center in Jenkins recently sold a 500X worth \$10,000 to this gentleman.



Chris bought his \$50 ticket at North Mayo #2 Double Kwik in Pikeville.



Manager Stephanie Dunn and assistant manager Megan Rose like the new menu board feature at Apple Market 538 in Hazard. The menu board makes it easy to stay on planogram and with the recent boost in sales, they are grateful for the help.



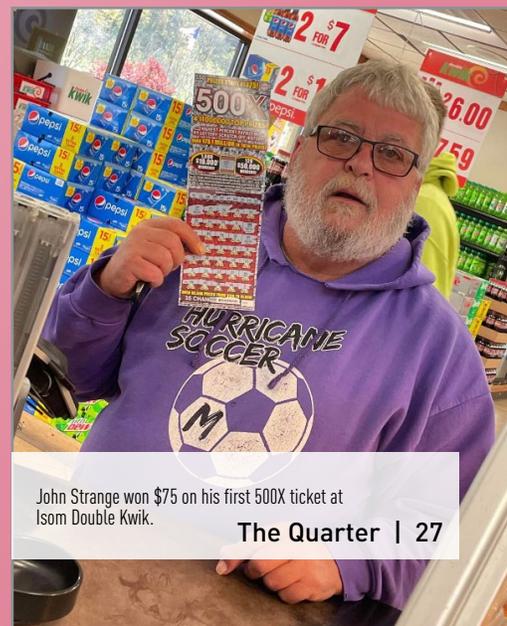
Michael Tolson shows off his \$350 winner on his first try at 500X at Jenkins Double Kwik.



Jason Turner is a regular Scratch-off player and said the number of mid-tier winners drew him to the 500X game. He won \$75 on his first 500X purchase on launch day at EB's Grocery in Brooksville.



Manager Laura Grubbs and Lonnie Collins with the first \$50 ticket sold at The Commissary in Harlan.



John Strange won \$75 on his first 500X ticket at Isom Double Kwik.

# WESTERN SPOTLIGHT

By Chris Green, Western Regional Sales Manager

The Western Region is excited for what this new calendar year has coming up. We hope that everyone had a great 2022 and are looking forward to all the things coming your way for 2023. We had a successful launch of our new \$50 scratch off game and the winners are everywhere. We had 27 \$10,000 winners in the first month, just in our Western region. Those winners were sold in Dawson Springs, Madisonville, Owensboro, Murray, Paducah, Fulton, Hopkinsville, Oak Grove, Dixon, Henderson, Providence, Guthrie, Franklin, Russellville, and more. We've had over 100 \$10,000 winners throughout the state from the 500X game. The Western Region is committed to make sure you have plenty of inventory which equals winners for our retailers and players.

Some of the things I am looking forward to in the coming year are the new Scratch-off games. We have different families of games coming, along with some great new games loaded with winners. We also had a successful launch of our new draw game, Kentucky 5. This is our new Kentucky-only game with a rolling jackpot. Kentucky 5 is \$1 per play, easy to play and sure to have a lot of winners. I am looking forward to seeing the winners of this game, especially those that come from the Western Region. So, here's to a great 2023. Thank you all for making our sales team successful and keep up the good work.

**TOP 3 RETAILERS IN THE WESTERN REGION, SCRATCH SALES PERCENTAGE INCREASE Q2 FY23 VS. Q2 FY22:**

- #1 ELKS CLUB LODGE #217**  
167%
- #2 POCKET'S #5**  
141%
- #3 FAST EDDIE'S BAIT & TACKLE**  
101%



The staff at Wagner Wine and Spirits in Paducah are excited about their new Kentucky 5 t-shirts promoting the draw game to customers.



Darrin at Kroger L-718 in Owensboro does an outstanding job following the Lottery's best practices. This Kroger has seen big prizes recently, including a \$10,000 500X winner!



Kenny at Valero of Beaver Dam has seen increased sales after adding a Gemini. He follows best practices, and his Scratch-off sales are up 16%.



Stormy at Quality Quick in Madisonville shows off the store's winner banner after selling a \$10,000 500X ticket.



Tara and her son Raj own stores in Stanley and Owensboro, including Fuel Express #2. Both stores follow the plan-o-gram and keep out-of-stocks very low leading to continued growth in sales.



"Leo" the Food Lion lets customers know the Food Lion in Hopkinsville is a new lottery retailer. Pictured are Store Manager Don Cole, Leo and LSR Shannon Knight.



Angela, Vanita and Mike at Check Mart in Mayfield are excited about the Kentucky 5 game. The trio do a great job with their Lottery displays, keeping them full and on plan-o-gram.



Owners of 115 One Stop Market, Denny & Neha Patel, in Oak Grove show off a banner after a regular player won \$10,000 on 50X.

# NEW FACES

WELCOME TO THESE NEW FIELD SALES REPRESENTATIVES  
IN THE CENTRAL AND WESTERN REGIONS!

CENTRAL REGION



Rachel Heavrin



Greg Manning



Jennifer Muchmore

WESTERN REGION



Keith Keeler

# AMY'S

## CLOSING THOUGHTS

Hello 2023! Can you believe it's February already? In classic "Kentucky Lottery Retail Partner" fashion, **YOU** delivered another remarkable calendar year followed up with a fantastic January launch. Your commitment to the KLC player and your customer is nothing short of amazing just like the product line-up for the first half of 2023.

In January, we launched six games in the Wild Number family featuring \$1, \$2, \$3, \$5, \$10 and \$20 price points. In February, we are launching two \$5s, two \$10s and \$30 price points. This will be the first time we've launched two \$30 tickets in the same fiscal year.

It will surely be "March Madness" on the 30th when we launch seven games at the \$1, \$2, \$3, \$5, \$10 and \$20 price points full of Fast, Luck, Money Plus and Multipliers. All this fun should keep our players engaged. Kentucky 5 and Fast Play continue to add excitement to our draw/terminal game categories.

The pandemic caused supply chain disruption and inventory shortages. However, the KLC products are available and continue to offer your customers the player experience they've come to count on. Thank you for keeping our products front and center and **FULL**. Your focus on lottery best practices is admirable, appreciated, and will earn you more incentive dollars.

Our vending machine out of stock averages are at an all-time low. Fiscal year to date statewide we are at **4.1%**, **Chain** accounts are at **5.0%** and **Independent** accounts are at **3.2%**! This is a new record!!

These accomplishments are made possible because of your hard work and dedication to maximizing revenue for the grant and scholarship programs the Kentucky Lottery funds. Thank you again for your commitment to excellence and for "Fueling Imagination and Funding Education."



Amy Drooker

Kentucky Lottery Vice President and Chief Revenue Officer





## HOW'D THEY DO IT?

### HOW DO YOU KEEP PLAYERS COMING BACK TO YOUR STORE?

**“We offer great customer service. I punch in their numbers and offer advice on what tickets to purchase. We also cash all winning tickets.”**

**- Dhara Patel, owner  
AJ Food Mart in Elizabethtown**