



KENOTES

KENO NEWS FOR DELAWARE LOTTERY RETAILERS
VOL 1 ISSUE 5 NOV. 2015

In-Store Promotions

Keno promotions are usually run monthly for retailers as well as consumers by the Delaware Lottery.

Individual retailers can conduct their own in-store promotions as well. Just contact your Keno Rep for ideas or maybe you have some of your own.

A few examples if you are a Bar/Restaurant

1. Purchase a certain entree or appetizer and get a free play of Keno.
2. Pick a night of the week for a 1 or 2 hour period that for every \$5.00 play of Keno your customer gets a free \$2.00 quick pick bonus ticket.

A few examples if you are a Traditional Location

1. Buy \$5.00 of any Lottery and get a free \$1.00 Keno play.
2. If you sell gasoline, for every 10 gallons of gas at a single fill-up they receive a free Keno ticket.

These promotions can be run on an hourly, daily or monthly time frame. Again, just contact your Keno Rep or the Keno Supervisor—Don Cahall at 302-744-1626.

UPCOMING KENO PARTIES:

- Delaware Cigarette & Tobacco, Bear** November 3 | 12:00pm – 2:00pm
- Christiana Pub, Christiana** November 4 | 4:00pm – 6:00pm
- Cigar Cigarette & More, Smyrna** November 5 | 12:00pm – 2:00pm
- First State Liquors, Glasgow** November 6 | 4:00pm – 6:00pm
- First Stop, Laurel** November 12 | 12:00pm – 2:00pm
- Super Soda Center, Seaford** November 13 | 4:00pm – 6:00pm
- Tobacco Express, Tristate Mall** November 18 | 1:00pm – 3:00pm
- De Lux Dairy Market, Seaford** November 19 | 4:00pm – 6:00pm
- Tobacco Express, New Castle** November 20 | 12:00pm – 2:00pm



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SPOTlight

We're putting the spotlight on Keno retailers who have successfully increased sales in their location, and we're sharing how they did it with you to help increase YOUR sales!



Cigar Cigarette & More

Indravadan or Mike as he likes to be called has several years' experience in selling Lottery products.

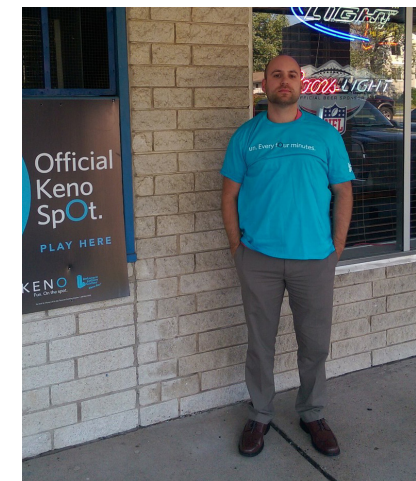
Mike started with Keno in his store (Stop n Shop) on Walker Rd. in Dover. He grew the Keno product at this location very quickly. Mike and his wife Bena have a very good relationship with their Lottery players.

Mike was excited with his growth with Keno at this location and wanted to sell it at another store he owned (Cigar Cigarette & More).

I have to admit I was a little hesitant to put Keno in this location because it didn't seem to fit the Keno player atmosphere. Mike assured me he had customers that wanted Keno and would play there.

Mike sure proved to know his customers because his Keno sales at this location are averaging over \$2,800.00 a week.

Thanks, Mike, for a job well done!



Carney's Pub

This location has a great following of local customers. Adam wanted to give his customers more entertainment value and thought Keno would be a great fit to accomplish at least part of it.

The addition of Keno to his establishment has increased not only customer count but sales as well. Adam and his staff tend to their customers with a great sense of personal service and awareness that translates into fun and excitement.

Adam's Keno sales have been averaging well over \$2,900.00 per week and growing since acquiring Keno.

Carney's Pub is just another fine example of where to go to have fun playing Keno.

Tips for selling Keno

Here are a few tips to keep in mind.

- TIP #1** Make sure all terminal operators are knowledgeable of how Keno is played. There are some players who are reluctant to play because they don't understand how Keno is played. When you have someone that can assist them and explain the game they are more apt to try the game.
- TIP #2** **Promote Keno**—Offer that new player you have just explained the game to a free play. Let them try it out. Occasionally do a buy one get one free for that new customer.
- TIP #3** Display winners. Let them know your store is the LUCKY SPOT!!!
- TIP #4** ASK FOR THE SALE!

Welcome New Keno Staff

We would like to welcome Teresa Queen to our Keno Staff!



Teresa Queen

Teresa comes to us with approximately 15 years of Sales and Marketing experience. She's a former business owner with an entrepreneurial approach to building professional relationships and growing business. Throughout her career she has been recognized for excellent customer service and communication.

Welcome New Keno Retailers!

Fox's Pizza Den—Millville
The Greene Turtle—Lewes
Delmar Liquors—Delmar
Downtown Junction—Harrington
Cheswold News & Tobacco—Cheswold
Cigar Cigarette & More—Smyrna
Fairfield News—Newark

Suburban Tobacco—Newark
First State Liquors—Glasgow
Game Changers Sports Bar—Bear
Jack's Country Maid Deli—Elsmere
Smoke Shop—Elsmere
Carney's Pub—Wilmington
Bedford's Pleasantville Country Maid—New Castle

Congratulations to the August Retailer Second Chance Promotional Winners

1ST PRIZE

Barbara Meredith—Millsboro #2
Ed Palacio—Bodies #3
Karie Snow—Smyrna News
Dinaz Parikh—One Stop
Angela Wilkinson—Smyrna News

2ND PRIZE

Cindy Bradford—Books & Tobacco
Diren Amin—Claymont News
Jill Conner—Books & Tobacco
Paresh Parikh—One Stop
Suzy Scherke—General Store

2ND PRIZE

Candice Marsh—Boxwood Books & News
Bharisher Patel—Mikes Food Mart
Tuesday Thornes—R&R Bar and Grill
George Ganat—Naamans Beverage
Gummy Patel—Clamont News



Congratulations to the October Retailer Second Chance Promotional Winners

Candice Marsh—Boxwood Books and News
George Ganet—Naamans Beverage
Dinaz Parikh—One Stop
Paresh Parikh—One Stop
Kimmi Patel—Claymont News
Gloria Gommer—Naamans Beverage

Tiges Patel—Mike's Food Mart
Michele Dalton—Smyrna News
Elsie Reyes—Jack's Country Maid
Doug Thacker—Hockessin Books and Tobacco
Willis Proctor—T-Time

Meena Sharma—Boxwood Cig and Tobacco
Robert Mcdowell—Naamans Beverage
Minesh Patel—Mike's Food Mart
Nicholas Caporaso—Bodies #1

Big Winner Players

Congratulations to all of our Big Keno Winners!

WINNERS		
6/14/15	One Stop—Milford	\$2,000
6/20/15	Mike's Food Mart—Dover	\$2,000
8/19/15	Mike's Food Mart—Dover	\$2,000
9/4/15	Mike's Food Mart—Dover	\$2,000
10/5/15	Uncle Willie's—Woodside	\$2,000
8/21/15	Rehoboth Ale House—Rehoboth	\$3,000
9/29/15	McGlynns—Peoples Plaza	\$3,000
7/16/15	Famous Tom's Tavern—Hockessin	\$4,000
8/20/15	Nicola Pizza—Rehoboth	\$12,500



Promotions & Locations

Keno Retailer Promotions

OCTOBER—Win 1 of 15 Lottery Prize Packs Valued at \$50. Every 10th Keno/Keno Bonus ticket purchased throughout the state, the retailer will receive an entry form for a chance to win.

NOVEMBER—Partner Play Wednesdays. For every \$10 or more of Keno/Keno Bonus purchased on a single ticket, the terminal operator receives a "FREE" \$2 4-spot Keno Bonus ticket.

DECEMBER—Holiday Gift Card Promotion. For every 10th Keno/Keno Bonus ticket purchased throughout the state, the retailer will receive an entry form for a chance to win 1 of 25 \$50 Visa gift cards.

Top Keno Locations (Last 10-Week Average)

1. The Reef Restaurant—Wilmington
2. Books & Tobacco, Inc.—Wilmington
3. Naaman's Beverage Mart—Claymont
4. Tobacco Time—Bear
5. USA Gas—Elsmere
6. Smitty McGee's—Selbyville
7. One Stop—Milford
8. Delaware News Center—Wilmington
9. First Stop—Laurel
10. Smyrna News & Tobacco—Smyrna

Know Your Important Hotline/Contact Info

Hotline Number: 1-800-233-7014

MARKETING STAFF CONTACT INFO

TERESA QUEEN

Statewide
State Lottery Field Representative
Phone: 302-744-1604
Cell: 302-339-5425

ED COX

Sussex County
SGI Keno Representative
646-574-8515

CHRIS KUNZWEILER

New Castle County
SGI Keno Representative
646-574-8549

DON CAHALL

Keno Supervisor
302-270-9343



Kent Winners

10/13 \$150 X2 @ Uncle Willies - Woodside

10/10 \$1,800 @ Dover Downs - Buffet

10/10 \$600 @ Cigar Cigarette and More

10/10 \$250 @ Stop and Shop - Walker Road

10/10 \$200 @ Harrington Casino - Murphy's

POWERBALL
POWERWAYS

\$70 Million

MEGAMILLIONS

\$84

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THE DELAWARE LOTTERY

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