



STATE OF MAINE
DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
BUREAU OF ALCOHOLIC BEVERAGES AND LOTTERY OPERATIONS

8 STATE HOUSE STATION
AUGUSTA, MAINE 04333-0008

ELAINE CLARK
COMMISSIONER

JANET T. MILLS
GOVERNOR

LOUIS J. LUCHINI
DIRECTOR

February 15, 2026

To: Senator Margaret Rotundo, Chair
Representative Drew Gattine, Chair
Members of the Joint Standing Committee on Appropriations and Financial Affairs

Senator Craig Hickman, Chair
Representative Supica, Chair
Members of the Joint Standing Committee on Veterans and Legal Affairs

From: Louis J. Luchini, Director, Bureau of Alcoholic Beverages and Lottery Operations

Cc: Elaine Clark, Commissioner, Department of Administrative and Financial Services

Re: Bureau of Alcoholic Beverages and Lottery Operations Fiscal Year 2025 Report

As required by 8 M.R.S. §371-389 and 28-A M.R.S. §81-90, please find attached the 2025 report from the Bureau of Alcoholic Beverages and Lottery Operations pertaining to the liquor and lottery businesses.

Please contact me if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Louis Luchini".

Louis Luchini
Bureau of Alcoholic Beverages and Lottery Operations

State of Maine



Department of Administrative and Financial Services

Annual Report of the Bureau of Alcoholic Beverages and Lottery Operations

As required by 8 M.R.S. §372, sub-§2, ¶K and 28-A M.R.S. §84, sub-§7

February 15, 2026

Elaine Clark, Commissioner
Louis Luchini, Director

Section 1.A. Per 28-A M.R.S. §84, sub-§7, ¶A, the following is a complete statement of the revenues and expenses for the Bureau for FY25:

Bureau Revenue

Lottery Ticket Sales	\$ 405,996,489
Lottery Miscellaneous Revenue	7,819,402
Spirits Sales	255,444,729
Licensing and Enforcement Revenue	<u>21,940,738</u>
Total Bureau Revenue	\$ 691,201,358

Bureau Expenses

Lottery Expenses	\$ 333,926,087
Spirits Expenses	189,937,310
Spirits Receivables and Adjustments	(2,209,837)
Licensing and Enforcement Expenses	<u>1,938,505</u>
Total Bureau Expenses	\$ 523,592,065

Bureau Profit

Lottery Profit ¹	\$ 79,889,804
Spirits Profit ²	67,717,257
Licensing and Enforcement Profit ³	<u>20,002,233</u>
Total Bureau Profit Generated	<u>\$ 167,609,294</u>

Section 1.B. Change recommendations:

- 28-A M.R.S. §84, sub-§7: any recommendations for changes to this Title.
 - No recommended changes to this Title at this time.
- 8 M.R.S. §372, sub-§2, ¶K, sub-¶(7): Any recommendations for changes to this Chapter.
 - No recommended changes to this Chapter at this time.

¹ Lottery Profit represents the amount transferred to the General and Outdoor Heritage Funds.

² Spirits Profit represents the amount transferred to General Fund and Highway Fund.

³ Licensing and Enforcement Profit represents the amount deposited directly into the General Fund.

Lottery Operations

Section 2. 8 M.R.S. §372, sub-§2, ¶K, sub-¶(1): A list of the decisions made by the Commission and resulting actions for the preceding fiscal year relevant to lottery operations.

The following is a list of decisions made by the Commission as reflected in the minutes of the monthly commission meetings, by month:

July 9, 2024:

- Deputy Director Boardman presented seven (7) new games for approval.
 - (\$2) Creepy Cash
 - (\$3) Maine Crossword
 - (\$5) Money to Go
 - (\$5) Power Spot
 - (\$5) Monopoly
 - (\$10) Money Craze
 - (\$25) \$ 100 or \$250

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

August 13, 2024:

- Rulemaking: Chapter 20, Powerball Rules. Commissioner Schneck entertained a motion to adopt the proposed basis statement. A motion was made by Commissioner Schneck to move the Commission to adopt the basis statement as presented for the rule changes to Powerball. The motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.
- Marketing Manager Lisa Rodriguez presented four (4) new games for approval.
 - (\$1) Holiday \$100's
 - (\$2) Holiday \$200's
 - (\$5) Holiday \$500's
 - (\$5) Crossword Cash

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

September 17, 2024:

- Marketing Manager Lisa Rodriguez presented two (2) new games for approval:
 - (\$1) WIN IT ALL
 - (\$20) \$50,000 BANKROLL

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

October 8, 2024:

- Rulemaking: Chapter 20, Powerball Rules. Double-Play is an add on feature to the Powerball game. This is an option for players. This is a second drawing with a new set of draw numbers that players can play using the same numbers as their Powerball ticket. This gives players a chance to win additional prizes for an additional \$1. This double-play feature has a set top prize of \$10 million dollars along with many other prizes. The game is projected to launch on October 27, 2024.

A motion was made by Commissioner Monaghan that the commission adopt the basis statement as presented for the changes to the Powerball rules; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. A motion was made by Commissioner Monaghan that the Commission approve the amended Powerball rules as presented to be effective October 27, 2024; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

- Marketing Manager Lisa Rodrigue presented five (5) new games for approval:
 - (\$1) CA\$H CRUSH
 - (\$5) \$100,000 JACKPOT
 - (\$5) SHOW ME THE BENJAMINS
 - (\$10) ULTIMATE BONUS PAYOUT
 - (\$10) \$50 OR \$100

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

November 12, 2024:

- Marketing Manager Lisa Rodrigue presented four (4) new games for approval.
 - (\$2) COUNT 'EM UP
 - (\$2) WIN! WIN! WIN!
 - (\$5) WINNING 7
 - (\$5) 9's IN A LINE

A motion was made by Commissioner Schneck to accept these games as presented; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

December 10, 2024:

- There were no new games requiring approval.

January 14, 2025:

- Rulemaking: Chapter 40, Mega Millions Rules. Deputy Director Boardman presented the following basis statement for changes to the Mega Millions rules. "The Mega Millions lottery game is changing several attributes of the game in Maine in 2025, including the game matrix, price point, prizes, starting jackpot, and multiplier features. The Current rules must be amended to conform to these changes schedule to take place in April 2025." A motion was made by Commissioner Sheehan that the commission approve the basis statement as presented for the changes for the Mega Millions game rules and direct the Bureau to commence with the rule making process. The motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.
- Marketing Manager Lisa Rodrigue presented seven (7) new games for approval.
 - (\$1) SUNNY MONEY
 - (\$2) PINBALL PAYOUT
 - (\$2) BASEBALL
 - (\$5) \$500 CA\$H IN
 - (\$5) CROSSWORD BONUS
 - (\$10) CASH TIMES 10
 - (\$25) \$100 OR \$250

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

February 11, 2025:

- Director Luchini presented the annual report of the Bureau of Alcoholic Beverages and Lottery Operations to the Commission for approval. A motion was made by Commissioner Schneck that the commission approve the Bureau's Calander year annual report. The motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.
- Marketing Manager Lisa Rodrigue presented four (4) new games for approval:
 - (\$1) EASY MONEY
 - (\$2) BIG MONEY SPECTACULAR
 - (\$5) \$100,000 STACKS OF CASH
 - (\$10) BLAZING BUCKS

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

March 11, 2025:

- Rulemaking: Chapter 40, Mega Millions Rules. Director Boardman presented the Mega Millions Rules to the Commission for adoption. A motion was made by Commissioner Sheehan that the commission approve the Mega Millions Rules. The motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

April 8, 2025:

- Deputy Director Boardman presented two (2) new games for approval:
 - (\$2) ACE IN THE HOLE
 - (\$5) LADY LUCK

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

May 13, 2025:

- Deputy Director Boardman presented ten (10) new games for approval:
 - (\$1) \$
 - (\$1) CA\$H IN
 - (\$2) LUCKY DOG
 - (\$2) 2 FOR \$2
 - (\$5) DUCE\$ WILD POKER
 - (\$5) WINNING STREAK
 - (\$5) MONEY VAULT MULTIPLIER
 - (\$2) 10X TIMES THE WIN
 - (\$5) 20X TIMES THE WIN
 - (\$10) 25X TIMES THE WIN

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

June 10, 2025:

- Lottery Gaming System Contract Extension. The contract that the Lottery has with Scientific Games is ending at the end of June, 2025. Director Luchini has been in discussions with Scientific Games on an amendment to extend the current contract for another two years. The extension would be at the same costs as the current contract. The two-year time horizon would allow for the completion and award of an RFP, plus a year for system conversion between the current vendor and the new awarded bidder. A motion was made by Commissioner Sheehan to approve the recommendation to extend the contract with Scientific Games for an additional two years. The motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.
- Deputy Director Boardman presented one (1) new game for approval.

(\$3) CASH LINE BINGO

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Section 3. 8 M.R.S. §372, sub-§2, ¶K, sub-¶(2): A complete statement of lottery revenues, prize disbursements and expenses and appropriations from the General Fund, if any, for the preceding fiscal year.

Summary Table for FY25:

Revenue	
Ticket Sales	\$ 405,996,489
Miscellaneous Revenue	<u>7,819,402</u>
Total Revenue	\$ 413,815,891
Expenses	
Personnel	\$ 2,281,348
Operating	6,536,168
Agent Commissions/Bonuses	27,039,426
Vendor Fees	14,295,278
Tri-State/MUSL	3,389,787
Prizes	<u>280,384,081</u>
Total Expenses	\$ 333,926,087
Profit	
Total Profit	\$ 79,889,804
Profit Distribution	
General Fund Transfer	\$ 79,213,334
Outdoor Heritage Fund Transfer	\$ 676,471

No General Fund appropriation is provided to the Bureau for the operation of the Maine Lottery.

Section 4. 8 M.R.S. §372, sub-§2, ¶K, sub-¶(3): A 5-year history of the account used to manage lottery operations, which must include the amount of revenues deposited into the State Lottery Fund and the amounts transferred to the General Fund:

Summary Table for Fiscal Years 2021 through 2025

	2021	2022	2023	2024	2025
Revenue					
Ticket Sales	\$ 390,736,655	\$ 385,796,513	\$ 410,275,876	\$ 430,236,185	\$ 405,996,489
Miscellaneous Revenue	<u>5,428,025</u>	<u>4,812,508</u>	<u>4,609,289</u>	<u>8,828,779</u>	<u>7,819,402</u>
Total Revenue	\$ 396,164,680	\$ 390,609,021	\$ 414,885,165	\$ 439,064,964	\$ 413,815,891
Expenses					
Personnel	\$ 1,832,976	\$ 2,166,755	\$ 1,770,697	\$ 1,832,392	\$ 2,281,348
Operating	11,284,716	9,460,948	8,035,420	7,509,083	6,536,168
Agent Commissions/Bonuses	26,173,276	25,812,207	27,127,093	28,384,323	27,039,426
Vendor Fees	13,757,942	13,583,992	14,446,249	15,140,990	14,295,278
Tri-State/MUSL	3,009,548	2,710,369	2,975,793	3,515,565	3,389,787
Prizes	<u>268,986,167</u>	<u>264,781,407</u>	<u>287,337,669</u>	<u>292,600,131</u>	<u>280,384,081</u>
Total Expenses	<u>\$ 325,044,626</u>	<u>\$ 318,515,677</u>	<u>\$ 341,692,921</u>	<u>\$ 348,982,485</u>	<u>\$ 333,926,087</u>
Profit					
Total Profit	<u>\$ 71,120,053</u>	<u>\$ 72,093,343</u>	<u>\$ 73,192,243</u>	<u>\$ 90,082,479</u>	<u>\$ 79,889,804</u>
Profit Distribution					
General Fund Transfer	\$ 70,647,717	\$ 71,351,415	\$ 72,084,673	\$ 88,673,283	\$ 79,213,334
Heritage Transfer	\$ 472,336	\$ 741,928	\$ 1,107,570	\$ 1,409,196	\$ 676,471

Section 5. 8 M.R.S. §372, sub-§2, ¶K, sub-¶(4): Expenditures made to promote lottery sales through marketing, advertising and recruitment of agents for the preceding fiscal year.

Total spending by category, FY25:

Television (Includes Connected TV (CTV) & Online Video (OLV))	\$1,104,038.78
Radio	\$477,902.47
Digital	\$148,661.89
POS/Collateral	\$25,372.45
Sales Promotion/Promotional Items	\$115,617.99
Sponsorships & Other	\$83,893.50

Includes net media and production costs

Section 6. 8 M.R.S. §372, sub-§2, ¶K, sub-¶(6): For each radio station and television station identified pursuant to subparagraph (5), the format of advertising activity and amount of expenditures for the preceding fiscal year associated with each station.

The format of Maine Lottery advertising on Television, over the top (OTT), connected tv (CTV) and online video (OLV) is a mix of 30-second spots and 15-second spots across all stations, according to campaign messaging. On radio, the Maine Lottery uses exclusively 30-second spots across all stations.

For Digital advertising, the Maine Lottery uses a variety of formats according to each digital buy. Typical formats include animated banners such as 728x90, 250x300, and 250x600. Rich media formats are sometimes used allowing the Maine Lottery to take advantage of the newest capabilities of the medium. These include expandable ads, video pre-roll, page take-overs, message scroll or other rich media formats.

POS (Point of Sale) advertising is most often executed as 11x17 posters, 8.5 x 11 mini-posters, 8x10 counter cards, with occasional window clings, lottery in motion (LIM) frames and other formats.

Total expenditures by station (net media cost):

Television

Market	Station	Total FY25
Bangor	4396 SPECTRUM, Bangor, ME - Cable	\$11,982
Bangor	5704 SPECTRUM, Bangor, ME - Cable	\$1,063
Bangor	WABI-TV	\$83,319
Bangor	WFVX-TV	\$8,331
Bangor	WLBZ-TV	\$39,848
Bangor	WVII-TV	\$16,392
Portland	7646 SPECTRUM, Portland, ME - Cable	\$79,374
Portland	8448 NEW ENGLAND SPORTS NETWORK	\$79,818
Portland	WCSH-TV	\$103,989
Portland	WGME-TV	\$115,512
Portland	WMTW-TV	\$113,683
Portland	WPFO-TV	\$37,574
Portland	WPXT-TV	\$6,817
Presque Isle	2477 SPECTRUM, Presque Isle, ME - Cable	\$2,919
Presque Isle	WWPI-TV	\$3,251
Presque Isle	EAGM-TV	\$72,543
Presque Isle	WAGM-TV	\$15,338
		\$791,053

OTT/CTV

Market	Network	Total FY25
Statewide	MiQ	\$25,000
Statewide	Nexxen	\$100,000
		\$125,000

Radio

Market	Station	Total FY25
Augusta/Waterville	WABK-FM	\$5,740
Augusta/Waterville	WCTB-FM	\$4,622
Augusta/Waterville	WEBB-FM	\$7,994
Augusta/Waterville	WFMX-FM	\$9,690
Augusta/Waterville	WMME-FM	\$9,656
Augusta/Waterville	WTOS-FM	\$10,906
Bangor	WBFB-FM	\$8,224
Bangor	WBZN-FM	\$16,286
Bangor	WEZQ-FM	\$589
Bangor	WHOU-FM	\$7,752
Bangor	WKIT-FM	\$14,146
Bangor	WKSQ-FM	\$8,721
Bangor	WNSX-FM	\$7,846
Bangor	WQCB-FM	\$25,377
Bangor	WVOM-FM	\$9,258
Bangor	WWMJ-FM	\$8,798
Bangor	WSYY-FM	\$2,591
Calais	WCRQ-FM	\$8,583
Calais	WQDY-FM	\$8,583
Farmington	WKTJ-FM	\$11,604
Portland	WBLM-FM	\$26,622
Portland	WBXQ-FM	\$918
Portland	WCLZ-FM	\$8,875
Portland	WCYY-FM	\$9,745
Portland	WFNK-FM	\$20,085
Portland	WHOM-FM	\$15,836
Portland	WHTP-FM	\$727
Portland	WHXR-FM	\$7,038
Portland	WJBQ-FM	\$21,033
Portland	WJJB-FM	\$13,019
Portland	WMGX-FM	\$22,198
Portland	WPOR-FM	\$19,669
Portland	WTHT-FM	\$19,550
Portland	WYNZ-FM	\$8,849
Portland	WOXO-FM	\$8,349
Presque Isle	WBPW-FM	\$11,883
Presque Isle	WCXU-FM	\$10,907
Presque Isle	WOZI-FM	\$11,696
Presque Isle	WQHR-FM	\$11,257
		\$435,222

Digital

Market	Channel/Network	Total FY25
Statewide	Cadent	\$70,090
Statewide	Katz Digital	\$17,500
Statewide	WMTW	\$22,479
Statewide	Blis	\$30,000
		\$140,069

Section 7. 8 M.R.S. §372, sub-§2, ¶K, sub-¶(7): Any recommendations for changes to this chapter.

No recommended changes at this time.

Liquor Operations

Section 8. 28-A M.R.S. §84, sub-§7, ¶B, the information required by 28-A M.R.S. §83-B, sub-§11: A complete statement of expenses and revenues collected in accordance with the licensing and enforcement functions of the Bureau including a statement of the revenues collected under Chapter 65 for FY25.

Revenue Sources/Description	Total (\$)
Excise Tax Malt Out-of-State	7,924,770
Excise Tax Table Wine In-State	31,517
Excise Tax Table Wine Out-of-State	2,337,315
Excise Tax Sparkling Wine Out-of-State	588,574
Excise Tax Sparkling Wine In-State	6,058
Excise Tax Malt In-State	1,384,549
Excise Tax Fortified Wine In-State	522
Excise Tax Fortified Wine Out-of-State	89,063
Liquor Premium Tax	2,207,955
Excise Tax Low Alcohol Spirits Manufacturer	264,088
Excise Tax Low Alcohol Spirits Out-of-State	1,630,871
Excise Tax Cider In-State	22,338
Excise Tax Cider Out-of-State	178,805
Excise Tax Low Alcohol Spirits In-State	386,594
Agency Liquor Store Licenses (Original)	64,900
On Premises Class 1	1,420,715
Small Distillery	4,310
Class A Restaurant/Lounge	651,380
Bed & Breakfast	35,145
Civic Organizations	12,130
Reselling Agent	9,850
Hotel Food Optional	140,195
Small Brewery	9,160
Brewery	5,050
Class A Lounge	306,150
Auxiliary License	8,100
Small Winery	3,850

Spirits On Premises	770
Dual Liquor License	8,390
Minibar License Hotel	900
Minibar Room Fee Hotel	405
Wine Direct Shipper License	17,800
Wine Direct Shipper Registration Fee	8,900
Wine Direct Shipper Renewal	33,700
B.Y.O.B. Function Permit	3,490
Bottle Club Registration	920
Catering Permit	9,280
On Premises Wine	116,090
Large Winery	1,150
On Premises Malt	124,930
Clubs w/o Catering	17,820
Agency Liquor Store Renewals	487,290
Cert of Approval Spirits	90,800
Mobile Service Cart	7,500
Wholesaler Wine	10,200
Wholesale Wine Warehouse	1,800
Off Premises Malt	246,960
Spirits Warehouse	1,200
Cert of Approval Malt	141,500
Cert of Approval Wine	456,400
Wholesaler Malt Liquor	7,800
Malt Liquor Warehouse	5,400
Cert of Approval Wine 120	11,800
Cert of Approval Malt 120	1,400
Off Premises Wine	251,290
Farmer's Market Permit	1,275
Self-Sponsored Event Permit	13,300
Sales Representative Licenses	38,040
Rectifier	2,000
Special Taste Testing Event (1052-D)	9,990
Label Registration Fees	54,110
Filing Fees	92,639
Tuition Fees	66
Misc-Income	149,382
Trans From General Fd Surplus	<u>(209,902)</u>

Total Revenue \$ 21,940,738

Expenses

Personnel	\$ 1,433,446
Operating Expenses	<u>505,058</u>
Total Expenses	<u>1,938,505</u>

Net General Fund Revenue \$ 20,002,233

Section 9. 28-A M.R.S. §84, sub-§7, ¶C, the information required by 28-A M.R.S. §83-C, sub-§7: A complete statement of revenues from and expenses for the sale of spirits by the Bureau for FY25.

	Revenue	Total
	Gross Sales ⁴	<u>\$ 255,444,729</u>
	Total Revenue	<u>\$ 255,444,729</u>
Expenses		
	Cost of Goods Sold	\$ 168,046,323
	Warehousing & Distribution Contract Costs	15,699,993
	Trade Marketing Contract Costs	2,491,130
	Operating Expenses ⁵	<u>3,699,864</u>
	Total Expenses	<u>\$ 189,937,310</u>
Operating Profit		
	Operating Profit	\$ 65,507,419
Adjustments		
	Outstanding Receivables	\$ (2,209,837)
	Total Adjustments	<u>\$ (2,209,837)</u>
Profit		
	Transferred to the General/Highway Funds	<u>\$ 67,717,257</u>

Section 10. 28-A M.R.S. §84, sub-§7, ¶D, the information required by 28-A M.R.S. §83-C, sub-§9: A report on expenditures and investments made by the Bureau, including, but not limited to, reductions in the retail price at which spirits are sold and incentives offered to agency liquor stores. Also included is the impact of those spending initiatives on the number of cases of spirits sold in the State and on sales of spirits generally.

During FY25, the Bureau participated with spirits suppliers to reduce the retail price of products that are key to the overall success of Maine's Spirits business.

Investments toward price reductions:

Bureau's investments:	\$ 1,836,488
Suppliers' investments:	<u>14,242,122</u>
Total investments:	<u>\$ 16,078,611</u>
Bureau's percentage of total investments:	11.42%

Impact of investments on sales:

Total increase in case sales from investments⁶: 196,688

Net decrease in case sales for all products⁷: (42,177)

⁴ Gross sales include agency liquor store payments for products, depletion allowance payments from brokers for price reduction and suppliers' payments for bailment charges.

⁵ Operating expenses include Personal Services, All Other and marketing and advertising expenses.

⁶ The increase in case sales here is only on products when investments were made to reduce prices by both the Bureau and spirits suppliers.

⁷ Net increases include both increases in case sales for products and decreases in case sales for products. This decrease is partly impacted by high case sales during the pandemic.

Impact of investments on gross profit:

The Bureau's investment on price reductions resulted in an increase in gross profit to the State of \$374,253.

Other expenditures by the Bureau to support Maine's spirits business

Marketing and advertising expenses⁸: \$ 2,039,576

Section 11. 28-A M.R.S. §84, sub-§7, any recommendations for changes to this Title.

No recommended changes at this time.

⁸ Marketing and advertising expenses that include but may not necessarily have a direct impact on price reduction promotions, are ad agency monthly fee, television production costs, television, radio, newspaper ad run costs and social media (Facebook, Instagram, Pinterest) content development and maintenance, mobile app development and maintenance and special taste testing events.