



## **Bureau of Alcoholic Beverages and Lottery Operations**

**Agency Briefing to the  
Joint Standing Committee On Veterans and Legal Affairs  
Monday, January 25, 2021**

**Kirsten LC Figueroa  
Commissioner**

**Gregory R. Mineo  
Director**

# Bureau of Alcoholic Beverages and Lottery Operations

**“First and foremost we are a customer service organization”**

## **Our Mission**

**The Bureau, the State Liquor and Lottery Commission and our partnerships with Pine State Spirits, Scientific Games International, lottery retailers, agency liquor stores and the liquor licensees throughout the state are committed to providing the citizens of Maine with outstanding customer service and superior products. The Bureau also has the important responsibility of enforcement and licensing of all liquor and lottery licensees in Maine.**



## BABLO – Oversight

- Commissioner - Department of Administrative and Financial Services
- State Liquor and Lottery Commission
  - Five members appointed by the Governor with State Senate confirmation
  - Three year terms
  - Provides financial and operational oversight
- Veterans and Legal Affairs Committee



## BABLO - Organization

- Director – Gregory R. Mineo
  - Chief Administrative Officer
  - Accountable for:
    - Management of spirits and lottery sales and profits
    - Commerce of business units and enforcement of liquor laws
- Liquor Operations – Tim Poulin
  - Deputy Director
    - Licensing and Enforcement – 13 FTE (including five regional Liquor Licensing Inspectors)
    - Spirits Operations – 2 FTE
- Lottery Operations – Mickey Boardman
  - Deputy Director
    - 22 FTE (including 10 regional Lottery Field Representatives)



## BABLO – Vendors and Partners

- Vendors – Qualified and vetted contractors who support the fiscal mandate and vision of the Bureau:
  - Pine State Spirits – Spirits warehousing, distribution and marketing
  - Scientific Games International – Lottery gaming vendor
- Partnerships – Committed to supporting the Bureau's mission of providing outstanding customer service and superior products:
  - Blaze Partners – Spirits consumer communications
  - iBec Creative – Digital marketing and social media
  - Fuse Ideas – Lottery Advertising and social media
  - National and State agencies and trade associations
    - NABCA, DISCUS, NCSLA, NASPL, MUSL
    - Maine Grocers, Retail Association of Maine, Hospitality Maine, Maine Brewers Guild, Distillers Guild, DECD, CDC



# BABLO – FY 2021 Operating Budgets

Business Sector	FY21 Operating Budgets	
<b>Spirits Operations</b>		
Operations	\$ 12,078,331	
Cost of Goods Sold	<u>135,862,763</u>	
<b>Total Spirits Operations</b>		<b>\$147,941,094</b>
<b>Liquor Licensing &amp; Enforcement</b>	<u>\$1,438,501</u>	
<b>Total Liquor Licensing &amp; Enforcement</b>		<b>1,438,501</b>
<b>Lottery Operations</b>		
Operations	\$ 4,378,782	
Cost of Goods Sold	<u>316,994,379</u>	
<b>Total Lottery Operations</b>		<b><u>321,373,161</u></b>
<b>Total Bureau Operating Budget</b>		<b>\$470,752,756</b>



# BABLO – Bureau Profit History

Six Years Revenue (displayed in \$ millions with Compound Annual Growth Rates)

Business Sector	FY20	FY19	FY18	FY17	FY16	FY15	CAGR
Spirits Operations	\$60.6	\$56.4	\$52.8	\$47.8	\$46.4	\$46.0	5.65%
Lottery Operations	\$64.6	\$62.7	\$62.3	\$58.2	\$57.0	\$54.0	3.65%
Licensing and Enforcement	\$18.1	\$21.4	\$21.3	\$20.8	\$20.2	\$20.2	-2.16%
<b>Total Bureau Revenue</b>	<b>\$143.3</b>	<b>\$140.4</b>	<b>\$136.4</b>	<b>\$126.8</b>	<b>\$123.6</b>	<b>\$120.2</b>	<b>3.57%</b>

\* All Spirits Operations profits through FY 2024 go to MMBB for Liquor Operation Revenue Bonds which provided State funds for payments to hospitals.



# Bureau of Alcoholic Beverages and Lottery Operations

## Liquor Operations



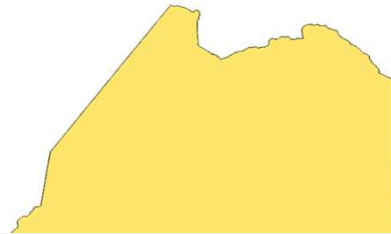


## BABLO – Liquor Operations – Spirits Business

- **Spirits Operations**
  - Maine is one of 18 **Control** jurisdictions
    - Control retail/wholesale distribution and price
    - Director is a Board member of National Alcoholic Beverages Control Association (NABCA)
  - **Enterprise Fund** –profits from the sale of spirits currently transfer to the Maine Municipal Bond Bank to fund Liquor Revenue Bonds issued to satisfy State share of hospital debts
  - Exclusive wholesaler for the sale/distribution of spirits statewide
  - Generates revenue for agency liquor stores
  - Our mission is to offer a wide selection of spirits products at a competitive price and encourage Maine legal drinking age consumers and visitors to buy local.
  - Pine State Spirits partnership via two contracts – through FY 2024
    - Warehousing and distribution
    - Trade marketing (includes advertising and social media agency contracts)



# BABLO – Liquor Operations – Spirits Business

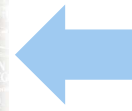
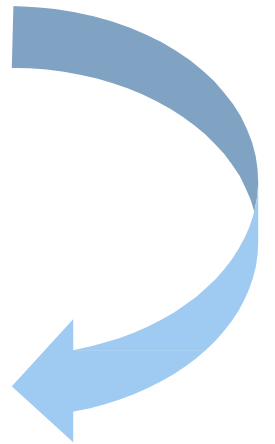
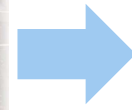
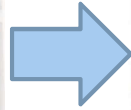


BABLO and Pine State Manage the State's "Brand"

**MAINE** ★ **SPIRITS**



# Spirits Operations – Supply Chain



## Maine Municipal Bond Bank Summary

	FY2020
FY20 Transfer to MMBB	\$62,302,798
Total Debt Service	(\$26,842,226)
Transfer to General Fund	(\$20,000,000)
Transfer to DOT	(\$2,337,400)
Transfer to DEP	(\$2,460,400)
Transfer to DHHS	(\$2,202,200)
Retained by MMBB for Budget Stabilization	\$8,460,572
Cumulative Held at MMBB	<b>\$58,312,140</b>



# Spirits Operations - Go to Market Strategy



## Product Listing

- Supplier submits request
  - PQRS
  - Pricing
- Commission reviews and approves items
- Supplier ships to Bailment Warehouse

## Product Pricing

- Everyday Pricing
- Monthly Special Pricing
- Quarterly adjustments

## Supplier & Warehouse

- Warehouse is **155,000** square feet
- Receive 9 – 10 trucks (per day)
- Currently **225,000** cases in inventory
- Generate Purchase Order to supplier for cost of goods twice monthly
- Bill supplier for bailment, cost of goods & depletion allowances once a month
- Inventory Management Portal
  - Realtime Inventory
  - Provide tools for inventory control for suppliers & brokers
  - In-depth & focused sales reports



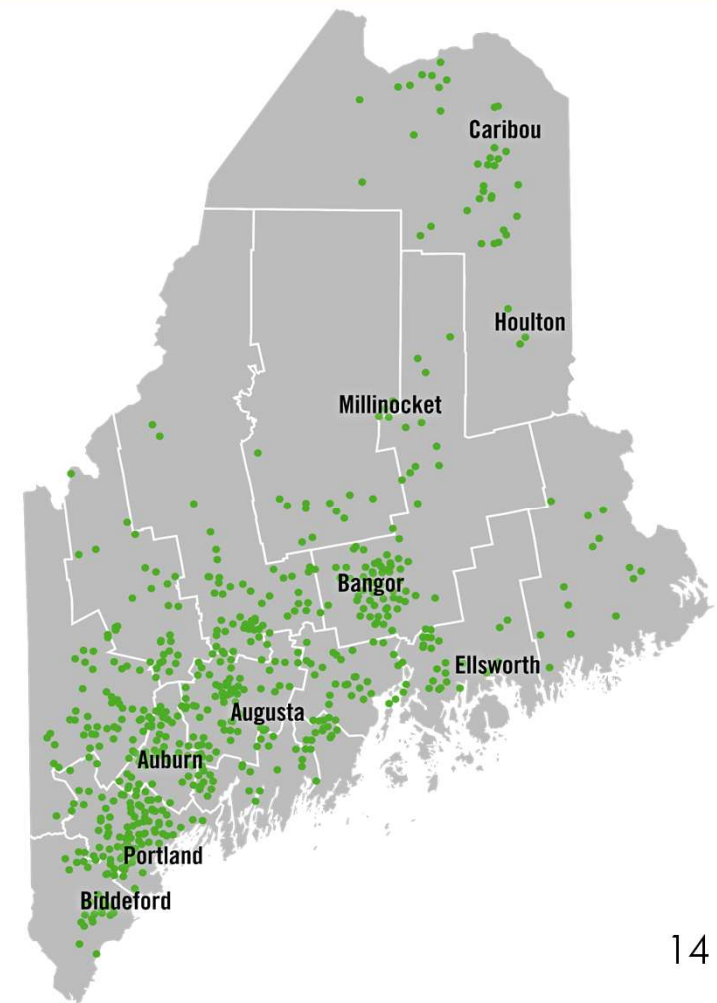
# Spirits Operations - Agency Liquor Store Landscape

## Agency Liquor Stores

600 Stores

- Wholesale Clubs = 5
- Chain Convenience = 117
- Chain Grocery = 93
- Independent = 342
- Pharmacy = 43

Large Reselling Agents = 17 (total reselling agents = 235)  
Distribute to on-premise licensees (bars/restaurants)



# BABLO – Liquor Operations – Liquor Licensing and Enforcement

- **Liquor Licensing and Enforcement**

- General Fund – excise taxes (collected from beer and wine wholesalers and in-state manufacturers) and licensing fees go directly to the State's General Fund
- Educate and guide active and potential licensees on conducting their businesses within the framework of Maine's liquor laws (Title 28-A)
- Issue licenses and permits for sale, service, manufacture and distribution of all beverage alcohol
- Enforce compliance of liquor laws
  - Administrative authority over licensees
  - MOU program with local law enforcement agencies



## BABLO – Liquor Operations – Liquor Licensing and Enforcement

Fiscal Year	Number of Licenses Issued	YOY Growth
FY14	4068	
FY15	5440	33.0%
FY16	5696	4.7%
FY17	6340	11.3%
FY18	7020	10.7%
FY19	7826	11.4%
FY20	7806	-0.26%
	<b>CAGR</b>	<b>11.5%</b>

These numbers do not include licenses/permits such as on and off premise retail tasting events, incorporated civic organization events, catering events by clubs and restaurants, self-sponsored events by qualified catering services, special taste testing festivals, sales representative licenses, importation permits and sacramental permits.

In January 2021, two Liquor Licensing Inspectors (Districts 3 and 5) are retiring and one (District 1) is out on extended family medical leave





## BABLO – Liquor Operations – Liquor Licensing and Enforcement

- The State is divided into 5 inspector districts. The largest – District 5 covers over 14,000 square miles
- The following is a breakdown of each district and the number of licensed establishments per district (some businesses have more than one license issued to the establishment)
  - **District 1** – Coastal Cumberland and York Counties
    - FY14 – 1443
    - FY20 – 1585
      - 9.8% growth
  - **District 2** – Inland Cumberland, York, Androscoggin and Oxford Counties
    - FY14 – 1059
    - FY20 – 979
      - 7.55 loss in licensees



## BABLO – Liquor Operations – Liquor Licensing and Enforcement

- **District 3** – Franklin, Kennebec, Lincoln, Sagadahoc and Somerset Counties
  - FY14 – 1003
  - FY20 – 981
    - 2.19% loss in licensees
- **District 4** – Hancock, Knox, Waldo and Washington Counties
  - FY14 – 891
  - FY19 – 865
    - 2.9% loss in licensees
- **District 5** – Aroostook, Penobscot, and Piscataquis Counties
  - FY14 – 860
  - FY19 – 793
    - 7.8% loss in licensees



# BABLO – Liquor Operations - Responsible Business Practices

- Spirits Operations
  - TV PSAs
    - Radio Host Blake from The Coast 93.1 FM talking about underage consumption to parents and resources for them on Responsibility.org
    - WGME-13 personality talking about underage consumption to parents and resources for them on Responsibility.org
  - Radio PSA
    - Messaging about underage consumption to parents and resources for them on Responsibility.org
  - General
    - Ongoing messaging on MaineSpirits.com about responsible consumption; resources to help.
    - All social media has ongoing messaging about responsible consumption
  
- Liquor Licensing and Enforcement
  - Seller and Server Education – certification course for responsible alcohol service



## Lottery Operations



## BABLO – Lottery Operations

- The Maine Lottery's mission is to offer an array of entertaining games to the public and generate appreciable profit for the State
  - State's General Fund
  - Maine Outdoor Heritage Fund
    - Administer State lottery laws and regulations
    - Partnerships
  - Scientific Games International
  - Fuseideas
  - Tri-State Lottery – Maine/New Hampshire/Vermont
  - Multi-State Lottery (MUSL)
  - Sponsor of Maine's Teacher of the Year



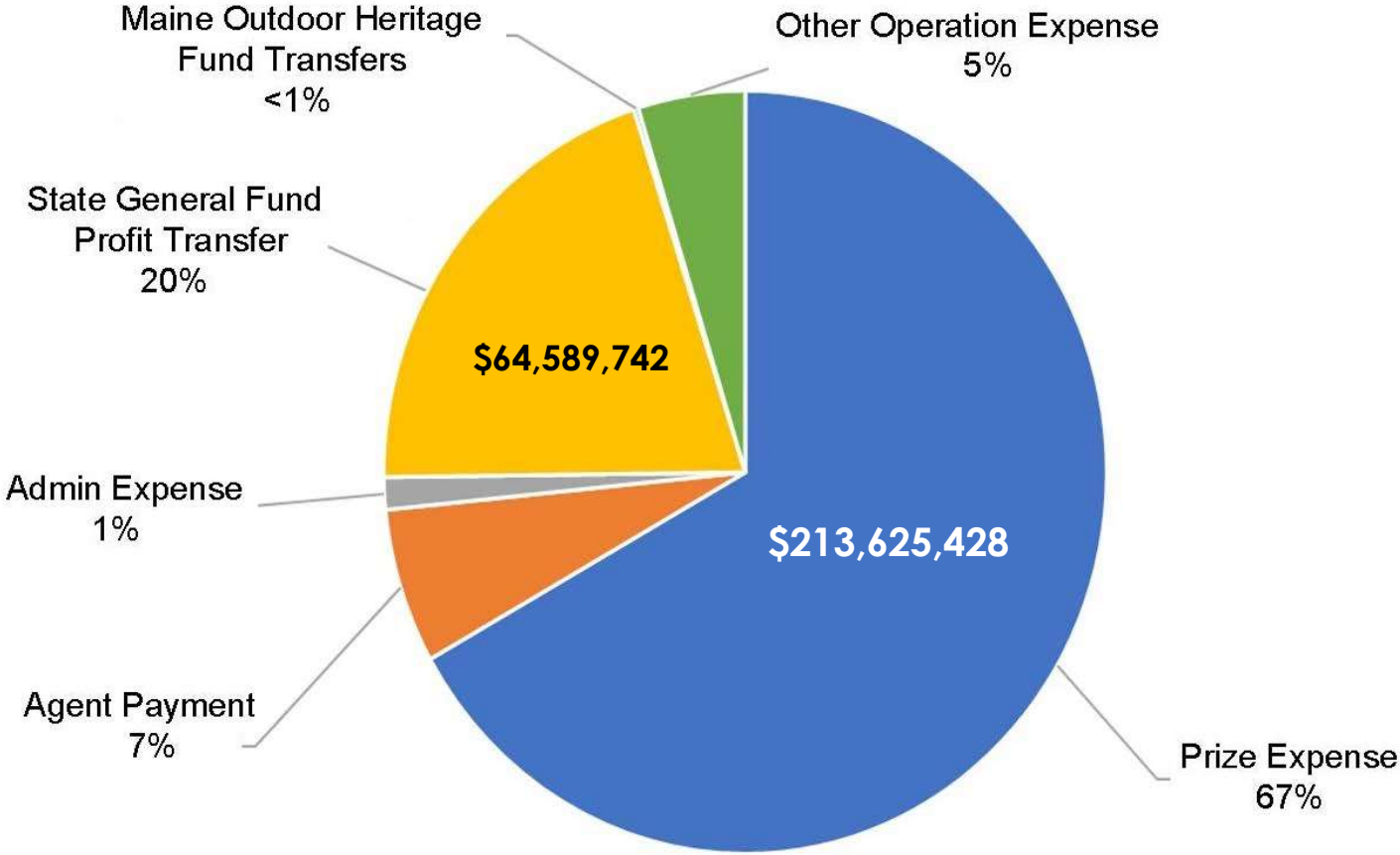
# BABLO - Lottery Operations – Supply Chain



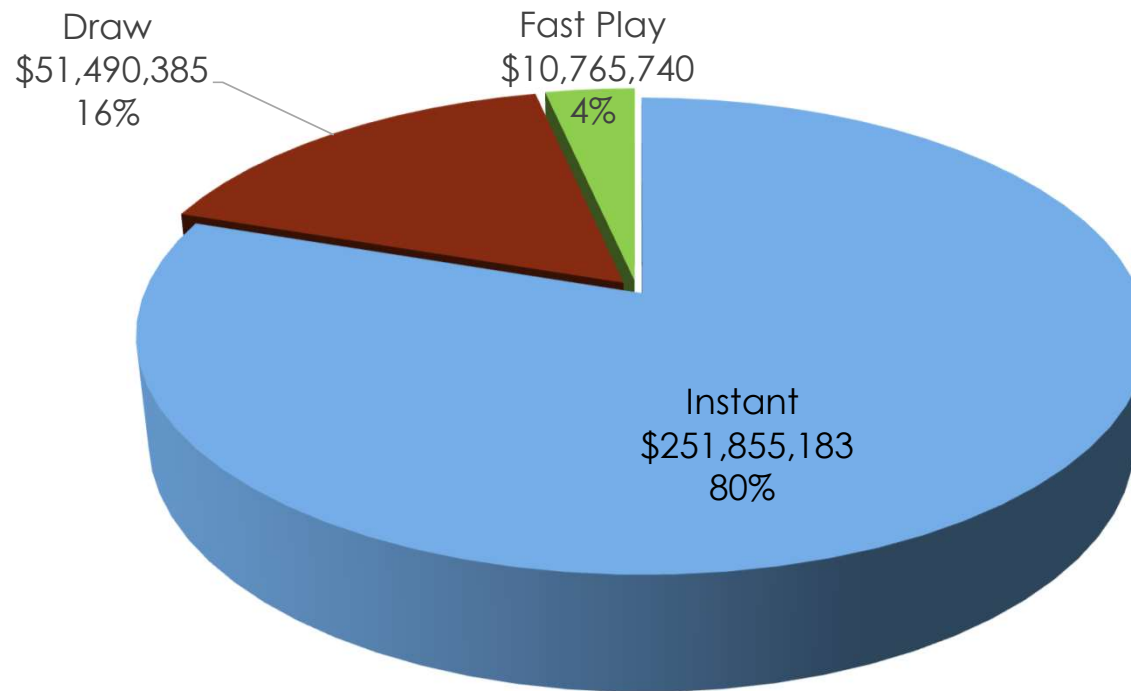
Instant Tickets are printed by SGI in Alpharetta, GA, then shipped to the SGI warehouse in Gardiner, ME. Orders are taken in Gardiner and delivered by UPS to lottery retailers across the State.



# BABLO – Lottery Operations – Financial Shares



## Lottery Operations – \$314.1M in Sales in FY20



- The number of instant games and higher price points have resulted in a larger share of total sales





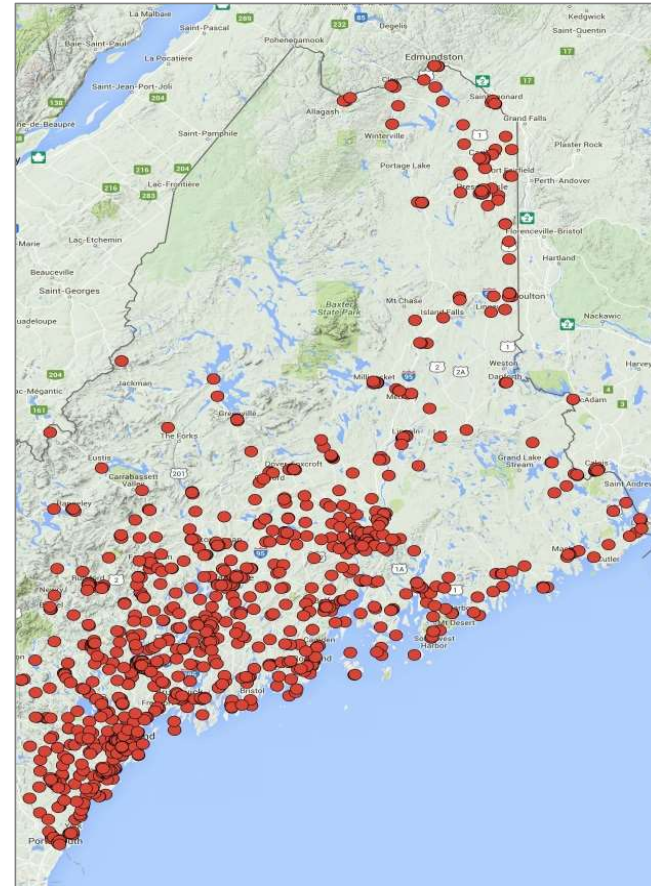
## Lottery Operations – County Sales Data

County	Retailers	Sales	% of Sales
Androscoggin	94	\$28,310,561	9.25%
Aroostook	93	\$16,670,162	5.45%
Cumberland	203	\$58,322,216	19.07%
Franklin	46	\$7,441,629	2.43%
Hancock	57	\$10,756,666	3.52%
Kennebec	111	\$30,760,602	10.06%
Knox	37	\$8,707,822	2.85%
Lincoln	34	\$7,999,759	2.62%
Oxford	55	\$12,086,307	3.95%
Penobscot	160	\$32,188,772	10.52%
Piscataquis	26	\$3,839,750	1.26%
Sagadahoc	25	\$8,647,307	2.83%
Somerset	64	\$13,986,601	4.57%
Waldo	34	\$6,970,829	2.28%
Washington	52	\$10,868,494	3.55%
York	157	\$48,345,738	15.80%



## BABLO – Lottery Operations Retailer Landscape

- 1200 Locations
- 225 Full Service Vending
- Convenience and grocery stores make up the majority of locations.



# Lottery Advertising and Communications

The Lottery communicates information to players through a variety of different media channels, both traditional and new media.

- Television
- Radio
- Social Media (Facebook, Twitter, Instagram)
- Digital web (news, weather)
- Streaming services (YouTube, Pandora)
- Printed Point of Sale
- In Store digital (Lottery displays)



## BABLO – Lottery Operations

- Responsible Business Practices
  - The Lottery understands the important role we play in promoting responsible play and always reminds players to “Keep it Fun. Play Responsibly”
  - The Lottery adds Maine 2-1-1 number for help with problem gambling on all tickets and point of sale information
  - The Lottery works with the Maine CDC on problem gambling and responsible playing media campaign initiatives
  - The Lottery participates on the National Association of State and Provincial Lottery’s Responsible Gaming Committee



# BABLO – Lottery Operations Amber/Silver Alert Program

- Responsible Business Practices
  - Maine State Lottery Retailer Network is a part of the Amber/Silver Alert System
  - Public Safety alerts display in approximately 1,200 locations statewide on Lottery terminals in stores and on all Lottery vending machines



*“Mr. Bosse has been located safe and sound in Scarborough..... A convenience store clerk recognized Mr. Bosse’s alert photograph sent to the lottery machine inside the store.”*



**Emerging Issues and  
Opportunities**



# BABLO – Looking Forward

## ➤ Emerging Issues and Opportunities

- Liquor Operations
  - Modernization of licensing and enforcement systems; conversion to electronic filing of excise taxes, applications and permits; elimination of paper files
- Spirits Operations
  - Liquor Revenue Bonds retire after FY 2024
  - Pine State contracts expire in 2024
  - Preparing for and adapting to life after COVID
- Lottery Operations
  - Scientific Games Int. – Gaming Vendor contract expires 2022



# BABLO – Looking Forward

## ➤ Emerging Issues and Opportunities

- During and after COVID:
  - Liquor Operations:
    - Address legislation that extends provisions made to support the On Premise segment, e.g. alcohol products to go.
    - Continue accommodations made to Licensee community concerning fee structure, applications and renewals.
    - Entertain Legislative proposals for in-state manufacturers
  - Lottery Operations:
    - Continue measured approach to field representative retail calls.
    - Continue winning ticket claims by appointment only.





# The Bureau of Alcoholic Beverages and Lottery Operations

## Thank You

Questions?

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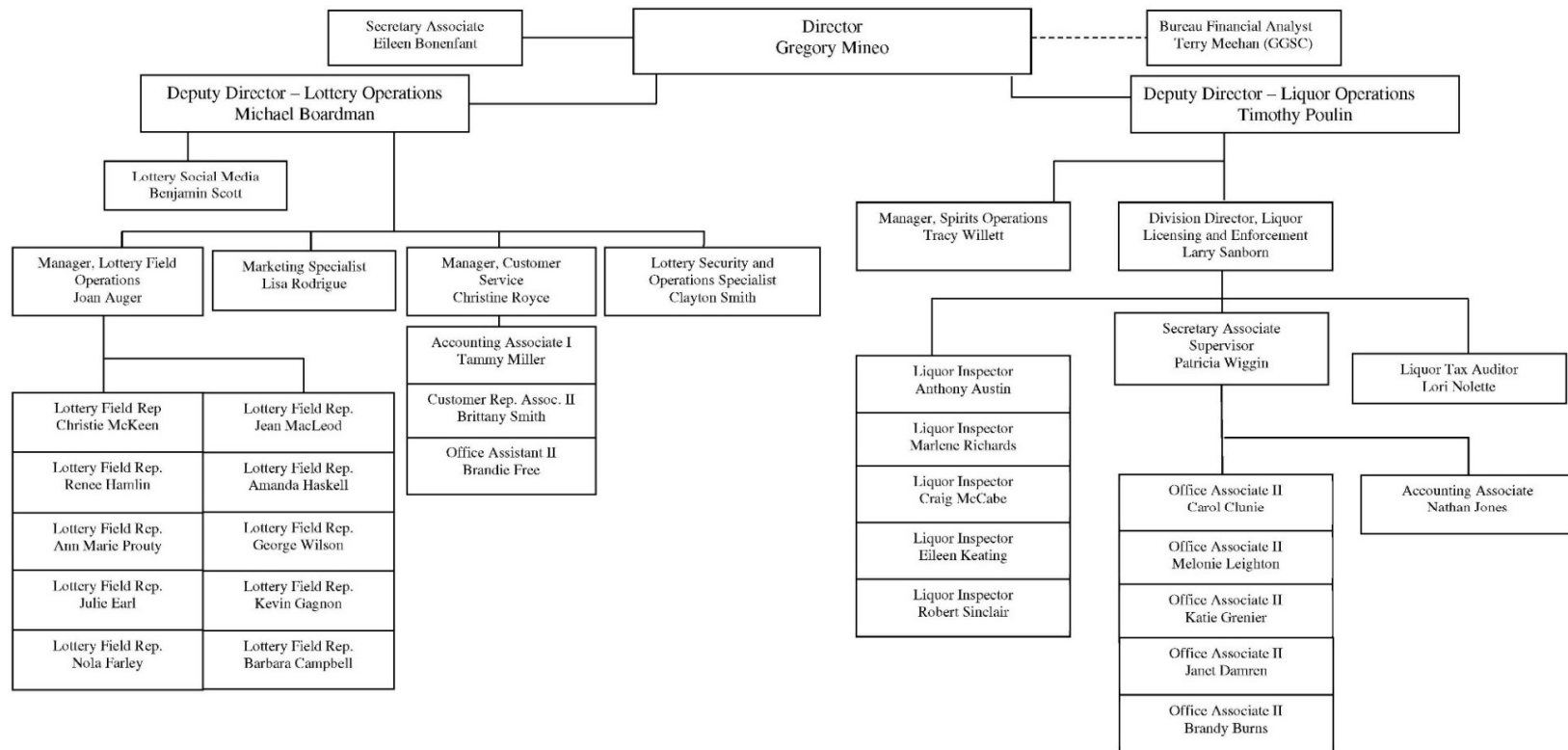


# Appendix

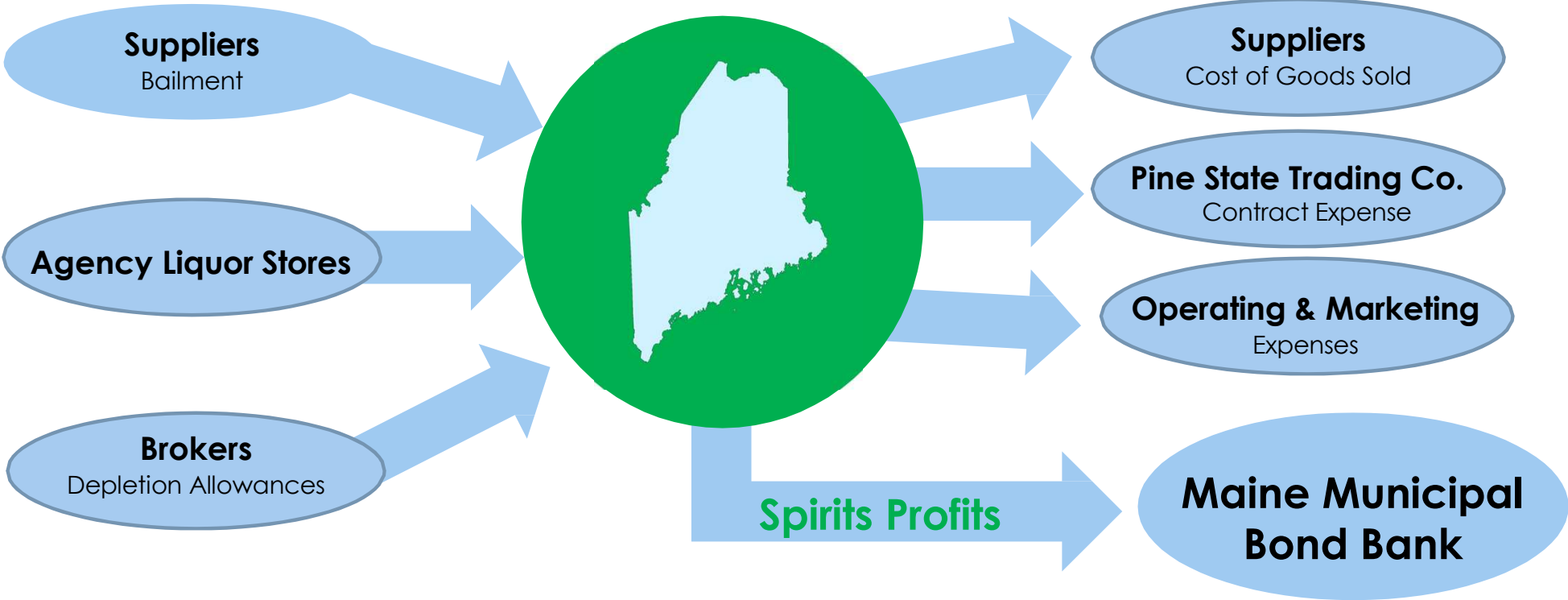


# Bureau Organizational Chart

## Bureau of Alcoholic Beverages and Lottery Operations



# Spirits Operations - Financial Flow



# Spirits Operations – \$206M in Wholesale Sales in FY20

Top 10 Brands – Account for 37.2% of Total Dollar Sales

Spirits Brand	FY20 9L Cases	FY20 9L Cases Rank	FY20 Dollar Sales	FY20 Dollar Sales Rank
ALLEN'S COFFEE FLAVORED BRANDY	99,285	1	\$9,684,193	3
TITO'S HANDMADE VODKA	79,440	2	\$12,951,661	1
FIREBALL CINNAMON WHISKEY	69,923	3	\$12,855,630	2
PINNACLE VODKA	58,334	4	\$6,240,102	5
CAPTAIN MORGAN ORIGINAL SPICED RUM	52,414	5	\$7,267,761	4
BACARDI	49,911	6	\$5,520,053	9
SMIRNOFF VODKA	44,306	7	\$5,634,717	8
JIM BEAM KENTUCKY STRAIGHT BOURBON WHISKEY	36,259	8	\$6,129,254	6
DR. MCGILlicuddy'S	28,643	9	\$5,135,636	10
JACK DANIELS OLD NO. 7 TENNESSEE SOUR MASH WHISKEY	24,512	10	\$5,791,112	7



## Top 10 Spirits Products in Dollar Sales

Top 10 Codes – Account for 15.3% Total Dollar Sales

Item	Sales \$
TITOS HANDMADE VODKA 80P - 1.75L	\$7,132,083
ALLENS COFFEE 60P - 1.75L	\$4,758,348
FIREBALL CINNAMON WHS 66P - 50ML	\$4,478,114
TITOS HANDMADE VODKA 80P - 750ML	\$2,461,847
TITOS HANDMADE VODKA 80P - 1L	\$2,450,176
CAPT MORG SPCD-BARREL 70P - 1.75L	\$2,376,500
PINNACLE VODKA 80P - 1.75L	\$1,999,768
FIREBALL CINNAMON WHS 66P - 375ML	\$1,964,346
ABSOLUT VODKA 80P - 1.75L	\$1,952,782
BACARDI SUPERIOR PET 80P - 1.75L	\$1,940,586



## Top 25 Spirits Products

Spirits Brand	Size	9L Cases	9L Case Rank	Dollar Sales	Dollar Rank
ALLENS COFFEE 60P	1.75L	53,470	1	\$ 4,758,348	2
TITOS HANDMADE VODKA 80P	1.75L	51,386	2	\$ 7,132,083	1
PINNACLE VODKA 80P	1.75L	23,799	3	\$ 1,999,768	7
CAPT MORG SPCD-BARREL 70P	1.75L	21,006	4	\$ 2,376,500	6
FIREBALL CINNAMON WHS 66P	50ML	20,855	5	\$ 4,478,114	3
BACARDI SUPERIOR PET 80P	1.75L	20,417	6	\$ 1,940,586	10
CROWN RUSSE VODKA 80P	1.75L	17,028	7	\$ 966,610	36
SMIRNOFF PET 80P	1.75L	16,432	8	\$ 1,604,172	13
ABSOLUT VODKA 80P	1.75L	15,403	9	\$ 1,952,782	9
ORLOFF VODKA 80P	1.75L	15,320	10	\$ 988,215	35
ALLENS COFFEE TRVLR 60P	750ML	15,021	11	\$ 1,791,745	11
BLACK VELVET 80P	1.75L	13,370	12	\$ 998,238	32
TITOS HANDMADE VODKA 80P	1L	12,510	13	\$ 2,450,176	5
JIM BEAM 80P	1.75L	12,379	14	\$ 1,576,456	14
TITOS HANDMADE VODKA 80P	750ML	11,995	15	\$ 2,461,831	4
SVEDKA VODKA 80P	1.75L	11,652	16	\$ 1,071,408	25
ALLENS COFFEE 60P	1L	11,576	17	\$ 1,215,956	19
SKYY VODKA 80P	1.75L	11,365	18	\$ 1,166,780	21
BOSTON COFFEE 60P	1.75L	11,090	19	\$ 574,518	70
CANADIAN CLUB 80P	1.75L	10,693	20	\$ 1,024,813	29
FIREBALL CINN WHS PET 66P	750ML	9,952	21	\$ 1,573,333	15
ORLOFF VODKA TRAVLR 80P	750ML	9,550	22	\$ 793,053	46
FIREBALL CINNAMON WHS 66P	375ML	9,470	23	\$ 1,964,346	8
CAPT MORG SPICED 70P	1.75L	9,362	24	\$ 1,063,426	26
LORD CALVERT CANADIAN 80P	1.75L	8,973	25	\$ 667,596	58



# Spirits Operations - Go to Market Strategy

## **Pine State Spirits Team & Agency Liquor Stores**

- E-Commerce websites and software for agency liquor store ordering
- Monthly mailing of Price Books and Shelf Pricing Tags for every day and monthly sale pricing
- All products in the warehouse are available to be ordered by individual bottle or case
- All agency liquor stores can receive up to two deliveries every week
- ACH payment from agency liquor store to state managed account occurs every three days
- Pine State handles all aspects of bottle redemption





# Spirits Operations – \$206M in Wholesale Sales in FY20

## Top 10 Agents – Account for 18.6% of Total Dollar Sales

**Hannaford is the #1 retailer with 63 location across Maine with combined sales of \$48.7M or 23.6% of total wholesale sales in FY20**

Agent	Sales \$
BOW STREET BEVERAGE, PORTLAND	\$13,875,338.72
R.S.V.P., PORTLAND	\$8,759,429.65
ROOPERS MINOT AVE., AUBURN	\$2,809,058.45
DAMON'S BEVERAGE, BANGOR	\$2,419,979.45
DAMON'S BEVERAGE, AUGUSTA	\$1,957,643.01
J.D.'S PACKAGE STORE. INC, EAST WATERBORO	\$1,848,106.66
BOOTLEGGERS, TOPSHAM	\$1,793,838.97
GLOBAL BEVERAGE WAREHOUSE, ELLSWORTH	\$1,686,563.31
DAMON'S BEVERAGE, WATERVILLE	\$1,682,791.86
STOMPERS, HOLDEN	\$1,667,269.07

**Agency Liquor Stores earned \$33,713,489 in retail profit on FY20 sales**

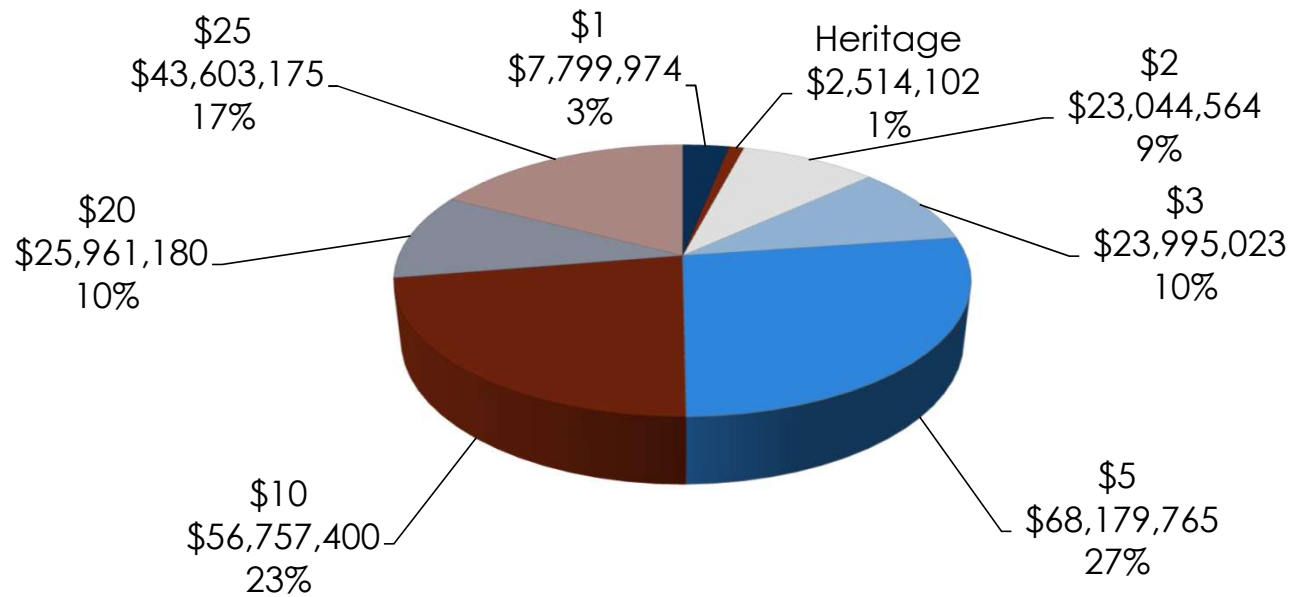


## Spirits Operations - Agency Liquor Store Landscape

County	Agency Liquor Store Licensees	County Census 2010	9L Case Sales	Dollar Sales	% Total Sales	% of Total Population
ANDROSCOGGIN	41	107,702	101,394	\$ 15,035,656	7.29%	8.11%
AROOSTOOK	43	71,870	53,945	\$ 7,275,395	3.53%	5.41%
CUMBERLAND	77	281,674	369,496	\$ 60,964,578	29.55%	21.20%
FRANKLIN	25	30,768	33,191	\$ 4,884,059	2.37%	2.32%
HANCOCK	36	54,418	68,700	\$ 10,729,178	5.20%	4.10%
KENNEBEC	58	122,151	122,963	\$ 17,260,531	8.37%	9.20%
KNOX	22	39,736	42,533	\$ 6,304,374	3.06%	2.99%
LINCOLN	22	34,457	38,636	\$ 5,548,059	2.69%	2.59%
OXFORD	35	57,833	44,294	\$ 6,453,744	3.13%	4.35%
PENOBSCOT	74	153,923	156,523	\$ 22,160,060	10.74%	11.59%
PISCATAQUIS	10	17,535	17,234	\$ 2,271,485	1.10%	1.32%
SAGADAHOC	12	35,293	36,082	\$ 5,732,965	2.78%	2.66%
SOMERSET	36	52,228	41,880	\$ 5,818,930	2.82%	3.93%
WALDO	20	38,786	30,522	\$ 4,390,613	2.13%	2.92%
WASHINGTON	19	32,856	30,988	\$ 4,074,617	1.97%	2.47%
YORK	70	197,131	174,969	\$ 27,432,809	13.30%	14.84%
<b>Totals</b>	<b>600</b>	<b>1,328,361</b>	<b>1,363,350</b>	<b>\$ 206,337,051</b>	<b>100.00%</b>	<b>100.00%</b>



# Lottery Operations – Instant Sales - \$251.9M in FY20



- The \$5 price point continues to lead Instant sales
- While the \$1 and \$2 price-point sales have declined, the higher price-point tickets sales have shown strong growth
- Gross profit ranges from 15% to 27%. Lower price point tickets have the highest profit margins. Higher price point games pay more in prizes and therefore have a lower profit margin.

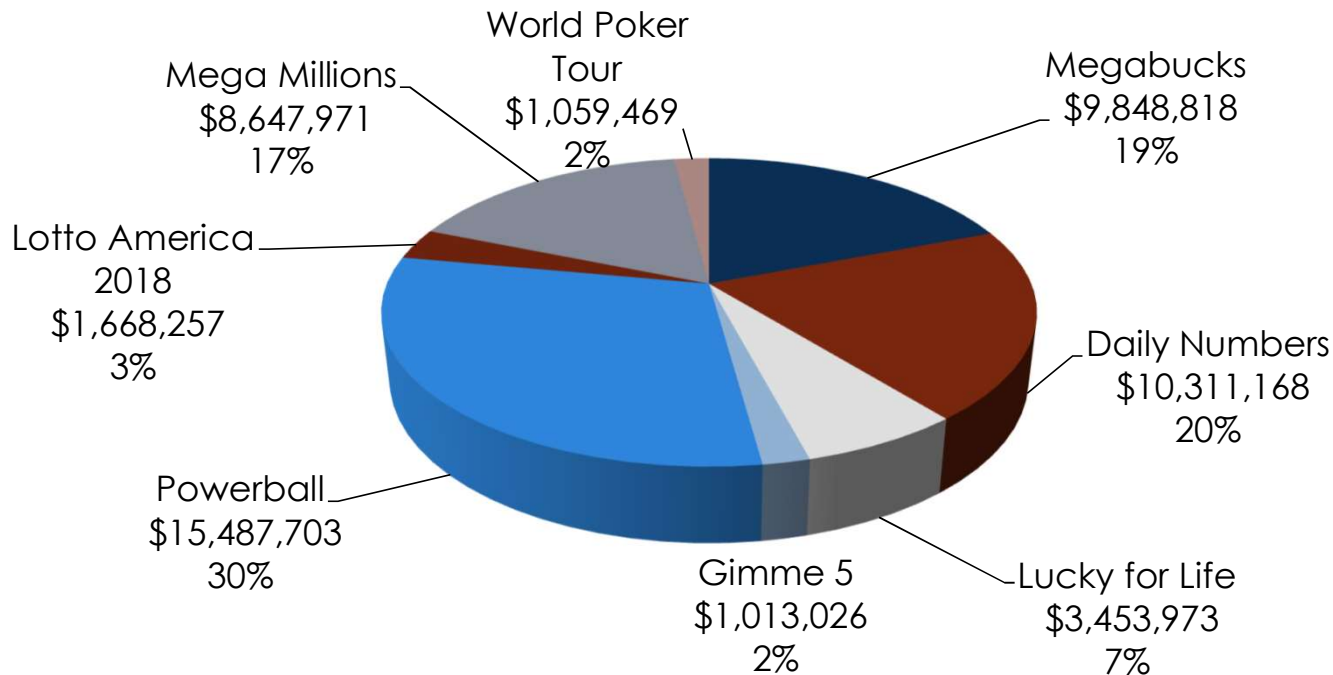


# BABLO – Lottery Operations Instant Product Mix

- Price points of \$1, \$2, \$3, \$5, \$10, \$20, \$25
- Top prizes vary by price point. Higher price points have higher prizes.
- Prizes include cash and merchandise.
- Variety of themes and play styles available.



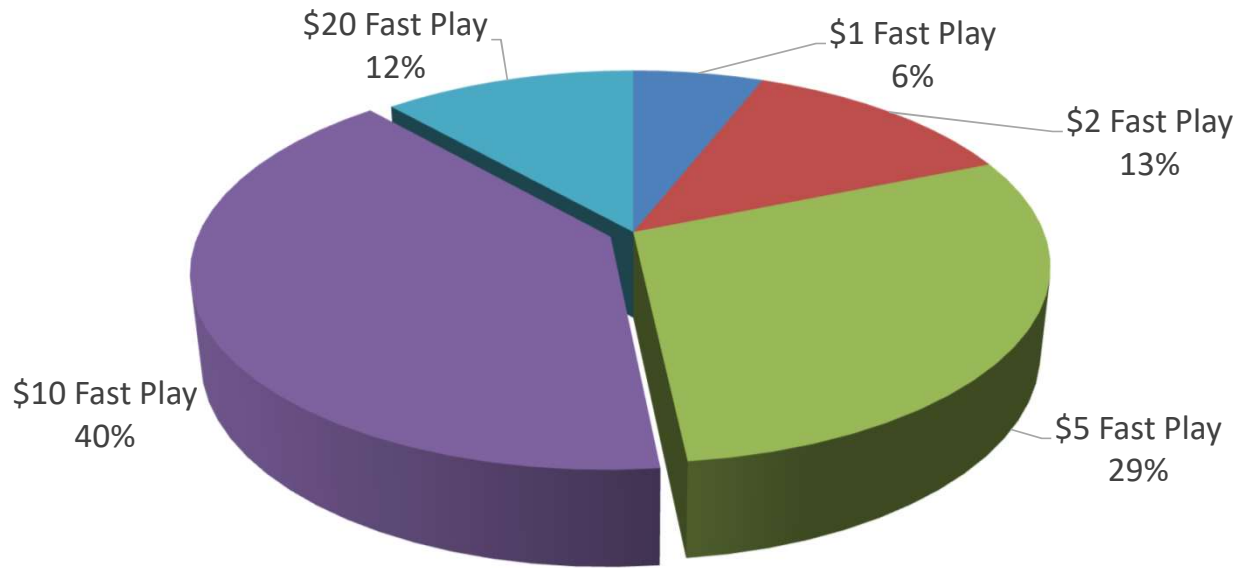
## Lottery Operations – Draw Sales - \$51.4M in FY20



- Draw game gross profit ranges between 31% to 41% depending on the game.
- Powerball remains the dominant draw game in the lottery business
- Tri-State games which include Megabucks, Daily Numbers, Fast Play and Gimme5 account for 51% of draw game sales



## Lottery Operations – Fast Play Sales - \$10.4M in FY20



- Fast Play games play like instant tickets but don't require scratching. Tickets print out of lottery terminal like a Draw game.
- Gross profit ranges from 16% to 30%. Lower price point tickets are the most profitable. Profitability decreases on the higher price points based on payout ratios.
- \$10 price point with Progressive Jackpots are the most popular



# Lottery Operations – \$21.6M in Commissions to lottery retailers in FY20

## Top 10 Retailers – Account for 3.24% Total Lottery Sales

Retailer	Sales
LISBON STREET NEWS - LEWISTON	\$1,626,569
BROADWAY VARIETY - SOUTH PORTLAND	\$1,343,186
HANNAFORD SUPERMARKET #8225 - BIDDEFORD	\$1,128,575
HANNAFORD SUPERMARKET#8387 - SOUTH PORTLAND	\$964,238
ROBINSON`S MOBIL MART - PITTSFIELD	\$901,015
ONE STOP CARIBOU - CARIBOU	\$885,476
HANNAFORD SUPERMARKET#8342 - SCARBOROUGH	\$856,054
PETRONINO CORP - LEWISTON	\$845,374
MR. MIKE`S-BATH #613 - BATH	\$811,304
HANNAFORD SUPERMARKET#8351 - PORTLAND	\$800,679



## Lottery Operations - Top retailers by County

County	Name	City	Instant Sales	Draw Sales	Fast Play Sales	Total Sales
Androscoggin	LISBON STREET NEWS	LEWISTON	\$1,328,017	\$246,894	\$51,658	\$1,626,569
	PETRONINO CORP	LEWISTON	\$726,605	\$86,055	\$32,714	\$845,374
	BIG APPLE #1096	POLAND	\$661,489	\$102,405	\$17,735	\$781,629
Aroostook	ONE STOP CARIBOU	CARIBOU	\$756,875	\$94,768	\$33,833	\$885,476
	PRESQUE ISLE ON THE RUN	PRESQUE ISLE	\$544,555	\$74,675	\$16,957	\$636,187
	CIRCLE K #7059	PRESQUE ISLE	\$514,125	\$37,629	\$11,985	\$563,739
Cumberland	BROADWAY VARIETY	SOUTH PORTLAND	\$1,015,001	\$261,514	\$66,671	\$1,343,186
	HANNAFORD SUPERMARKET#8387	SOUTH PORTLAND	\$673,497	\$236,609	\$54,132	\$964,238
	HANNAFORD SUPERMARKET#8342	SCARBOROUGH	\$512,052	\$286,828	\$57,174	\$856,054
	HANNAFORD SUPERMARKET#8351	PORTLAND	\$508,250	\$258,122	\$34,307	\$800,679
Franklin	BIG APPLE #1029	FARMINGTON	\$536,100	\$57,954	\$30,312	\$624,366
	BIG APPLE #1068	WILTON	\$520,875	\$60,973	\$17,808	\$599,656
	STEVES FAMILY MARKET	WILTON	\$451,212	\$37,312	\$19,309	\$507,833
Hancock	TIDEWAY MARKET	HANCOCK	\$676,945	\$73,099	\$16,659	\$766,703
	CIRCLE K #7009	ELLSWORTH	\$425,140	\$50,924	\$2,749	\$478,813
	CIRCLE K #7014	BAR HARBOR	\$385,840	\$51,480	\$3,705	\$441,025
Kennebec	GOGGIN'S IGA	RANDOLPH	\$608,452	\$147,663	\$29,452	\$785,567
	CIRCLE K #7106	AUGUSTA	\$528,070	\$72,073	\$10,912	\$611,055
	BIG APPLE OAKLAND #1121	OAKLAND	\$482,917	\$69,602	\$27,581	\$580,100
Knox	FISHERMAN'S FRIEND	VINALHAVEN	\$550,851	\$142,708	\$69,904	\$763,463
	ANDES VARIETY	WARREN	\$489,615	\$79,905	\$6,264	\$575,784
	NOURIA 160 NEW COUNTY RD	THOMASTON	\$436,461	\$55,678	\$13,160	\$505,299
Lincoln	CIRCLE K # 7028	BOOTHBAY HARBOR	\$530,600	\$73,679	\$6,012	\$610,291
	CIRCLE K #7026	WALDOBORO	\$478,603	\$47,053	\$40,615	\$566,271
	BIG APPLE #1071	WALDOBORO	\$474,847	\$48,997	\$11,865	\$535,709





## Lottery Operations - Top retailers by County (Continued)

County	Name	City	Instant Sales	Draw Sales	Fast Play Sales	Total Sales
Oxford	MOUNTAIN VALLEY VARIETY	RUMFORD	\$606,087	\$63,646	\$16,931	\$686,664
	BIG APPLE #1023	MEXICO	\$459,125	\$73,042	\$17,996	\$550,163
	CIRCLE K #7111	MEXICO	\$491,345	\$45,580	\$5,719	\$542,644
Penobscot	MILFORD ON THE RUN	MILFORD	\$535,400	\$127,741	\$6,756	\$669,897
	ONE STOP AIRPORT	BANGOR	\$501,375	\$65,174	\$6,831	\$573,380
	BIG APPLE #1031	BREWER	\$441,000	\$94,491	\$11,647	\$547,138
Piscataquis	BIG APPLE #1061	GREENVILLE	\$324,985	\$48,168	\$7,233	\$380,386
	TRIANGLE SERVICE STATION	GUILFORD	\$254,870	\$52,872	\$8,181	\$315,923
	ROBINSON'S FUEL MART	BROWNVILLE	\$237,203	\$27,489	\$3,642	\$268,334
Sagadahoc	MR. MIKE'S-BATH #613	BATH	\$691,754	\$96,784	\$22,766	\$811,304
	BIG APPLE #1079	BATH	\$541,811	\$44,827	\$27,540	\$614,178
	CLIPPER MART NEW MEADOWS	WEST BATH	\$465,267	\$53,964	\$11,069	\$530,300
Somerset	ROBINSON'S MOBIL MART	PITTSFIELD	\$776,648	\$77,449	\$46,918	\$901,015
	LANEY'S PIT STOP	SKOWHEGAN	\$536,402	\$80,891	\$9,644	\$626,937
	CASEY'S MARKET	ANSON	\$496,480	\$35,683	\$10,351	\$542,514
Waldo	BIG APPLE #1037	BELFAST	\$414,401	\$42,008	\$15,250	\$471,659
	TOZIER'S MARKET SEARSPOR	SEARSPORT	\$371,195	\$87,300	\$8,341	\$466,836
	WENTWORTH FAMILY QWIK STOP	BELFAST	\$387,646	\$42,294	\$9,671	\$439,611
Washington	STEUBEN COUNTRY STORE	STEUBEN	\$445,608	\$59,965	\$21,468	\$527,041
	TOM'S MINI MART	MACHIAS	\$414,123	\$76,907	\$2,232	\$493,262
	CIRCLE K #7013	CALAIS	\$405,859	\$42,987	\$12,063	\$460,909
York	HANNAFORD SUPERMARKET #8225	BIDDEFORD	\$798,890	\$279,822	\$49,863	\$1,128,575
	7-ELEVEN #32540A	BIDDEFORD	\$702,525	\$66,075	\$28,673	\$797,273
	COASTAL DISCOUNT BEVERAGE	BIDDEFORD	\$628,633	\$142,137	\$12,201	\$782,971

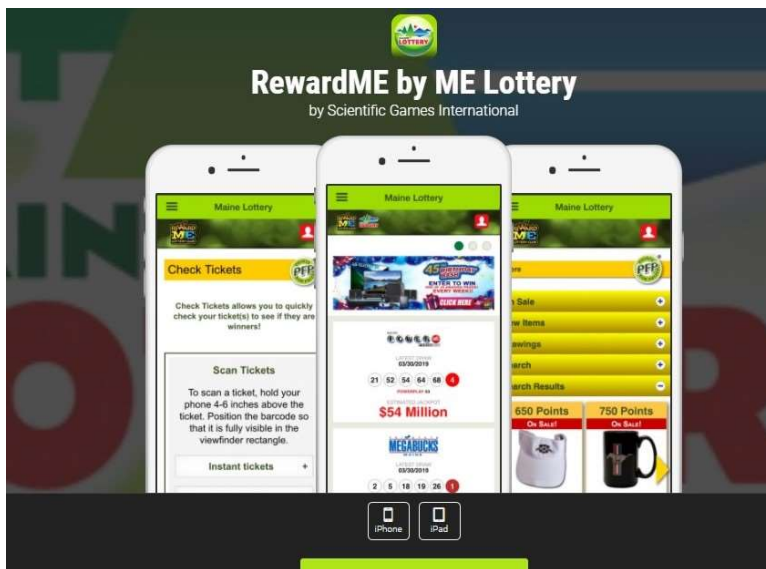


# BABLO – Lottery Operations Reward Program



- The Lottery offers an exciting rewards program called “RewardME”
- Program allows players to join and earn points to be used in the store or to enter second chance promotions available only to members.
- Lottery app allows players to check their tickets to see if they’ve won and enter tickets to receive point

RewardME Lottery App



RewardME website

