

# SELLING Points

LOTTERY RETAILER NEWSLETTER | March 2017 Vol. 17, No. 9



[sceducationlottery.com](http://sceducationlottery.com)



PlayResponsiblySC.com

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18+

DO NOT sell lottery tickets to any person under the age of 18. A player must be at least 18 years of age to purchase a ticket.



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## Play Responsibly: Help is a Phone Call Away



We never want our games to be anything other than fun, but for players struggling with gambling addiction, they're trouble.

Make it your policy, and the policy of your store, to promote responsible play. And yes, if this means denying someone a lottery ticket when they've bought too many then that's o.k.

Encouraging players to set a limit or a budget for buying tickets is good advice.

As a lottery retailer, you might have grappled with what to do for a customer you suspect has a gambling problem. The Play Responsibly Brochure in your play station is an excellent resource to share. Pass it on.

Gambling addiction is a real, hurtful and destructive problem. If you can reach someone who is struggling, South Carolina is a healthier state for it. **The Department of Alcohol and Other Drug Abuse Services is here to help with trained counselors available any time, day or night. The call is toll-free, 1-877-452-5155, and confidential.**

Take a moment to remind players that the Lottery is only a game and to play responsibly. Explain help is only a phone call away.

## Try a Crossword Ticket for \$1



**By Leila Wilson & Lauren Leviner, Product Specialists**

Are your \$1 players expressing a desire for something new and fun in a \$1 ticket? Steer them towards the South Carolina Education Lottery's newest little scratch game \$1 **Crossword Express**. Four different ticket scenes full of color and fun with a new crossword playstyle for the \$1 player and a chance to win up to \$5,000.

## A New Record

**Our MILLION DOLLAR SALES CLUB for retailers with sales greater than \$1 MILLION in Calendar Year 2016 grew to its largest total yet, 189 Members! Congratulations!**

# YOU ROCK

1. Big T's, Goose Creek - \$4,083,468.50
2. Fuel Express, North Charleston - \$3,547,401.50
3. Food Mart, Charleston - \$3,257,518
4. Devikinc, Sumter - \$3,028,458.50
5. Jimmy's Mart, Columbia - \$2,713,431.50
6. Miller's Produce, Fort Mill - \$2,543,016
7. Quick Pantry 16, Greenwood - \$2,041,780.50
8. Quick Pantry #5, Orangeburg - \$2,032,701
9. Shiv Mart III, Columbia - \$2,010,576.50
10. Scotchman, Georgetown - \$1,989,260
11. BP Food Shop, Beaufort - \$1,930,373
12. Mo Convenience and Tobacco Store, Aiken - \$1,928,054
13. Garden Spot 4, Taylors - \$1,916,511.50
14. Quick Store #3, Orangeburg - \$1,908,032
15. Short Stop, Orangeburg - \$1,886,706.50
16. Quick Pantry 25, Manning - \$1,846,166
17. S M Mart, Lugoff - \$1,838,637
18. Quick Serve, Lexington - \$1,838,129.50
19. SKS Mart Inc, Columbia - \$1,829,925
20. Quick Pantry #9, North Charleston - \$1,814,385
21. Mini Mart, York - \$1,810,192.50
22. Betty's Quick Stop, Hemingway - \$1,808,288.50
23. Alhanik LLC, Columbia - \$1,803,926.50
24. Sunoco Quick Mart, Greenville - \$1,760,933.50
25. V Go Food Mart, Holly Hill - \$1,752,497.50
26. Corner Stop #118, Sumter - \$1,686,718
27. AMPM Food Mart 4, Columbia - \$1,665,557.50
28. Veerajia LLC, Charleston - \$1,664,722.50
29. Quick Pantry #34, Orangeburg - \$1,664,315
30. Sam's Corner, Spartanburg - \$1,660,924.50
31. Shell Quick Mart, Georgetown - \$1,644,589.50
32. Kwik Stop Foods, Charleston - \$1,643,038
33. 3 Way Food Mart #5, Aiken - \$1,630,176
34. Quick Pantry #7, Orangeburg - \$1,616,739
35. Abhi Enterprises, Florence - \$1,607,633.50
36. Discount Mart, Rock Hill - \$1,597,816.50
37. 52 Station, Moncks Corner - \$1,594,059.50
38. Dusty Bend Discount Beverage, Camden - \$1,590,387
39. Quick Pantry, Saint Matthews - \$1,546,901.50
40. Quick Pantry #26, Greenwood - \$1,546,667
41. Publix Super Markets #824, North Charleston - \$1,521,927
42. M P Mart, Winnsboro - \$1,519,042.50
43. Quick Store #1, Orangeburg - \$1,517,009.50
44. J & S Food Mart IV, Columbia - \$1,493,051.50
45. PM Food Mart, Hartsville - \$1,481,382.50
46. Top Notch Mart, Columbia - \$1,468,039
47. Quick Pantry 14, Ladson - \$1,465,034.50
48. Sav Way, Kingstree - \$1,438,767.50
49. Murphy #8663, Garden City - \$1,436,607
50. Value Spot #4415, Simpsonville - \$1,427,512.50
51. Sunhouse #3, Beaufort - \$1,424,578.50
52. Amoco Food Shop, Beaufort - \$1,424,386.50
53. Short Trip 1, Marion - \$1,423,626
54. El Cheapo 8, Columbia - \$1,419,572.50
55. Mahaveer LLC, Dillon - \$1,412,473.50
56. Kwik Fill, Hanahan - \$1,403,856
57. Exxon Food Mart, McClellanville - \$1,401,167.50
58. BP Ridgeland, Ridgeland - \$1,377,454.50
59. 4 Way Stop, Orangeburg - \$1,375,125
60. Quick Pantry #35, Orangeburg - \$1,371,448
61. Pantry Plus, Columbia - \$1,370,598.50
62. Yana Food Mart, Florence - \$1,367,696.50
63. Island Plaza, Saint Helena Island - \$1,361,661
64. Shiv Food Mart 3, Sumter - \$1,361,314
65. Aviation Exxon, North Charleston - \$1,357,319.50
66. Raceway #6747, West Columbia - \$1,356,884.50
67. Southeast BP, Columbia - \$1,342,502
68. Palm Pantry #1, Bamberg - \$1,340,862
69. Mega Stop, Lexington - \$1,340,259
70. Busy Corner, Lake City - \$1,308,063.50
71. Trask Shell Food Mart, Beaufort - \$1,302,331.50
72. Ken's Corner 3, Florence - \$1,301,432
73. Quick Pantry 51, Orangeburg - \$1,296,568.50
74. Smart Stop, West Columbia - \$1,292,556
75. Texaco Food Mart, Spartanburg - \$1,292,200
76. Quick Pantry #21, Orangeburg - \$1,291,350.50
77. A & D Food Mart, Gaffney - \$1,291,122

78. Bluffton Market, Bluffton - \$1,287,622.50
79. Murphy Express #8538, Columbia - \$1,287,366
80. Caper House 2, Johnston - \$1,285,710
81. Eagle Express, West Columbia - \$1,285,204.50
82. Skiff LLC, Goose Creek - \$1,280,679
83. Sumter Stop, Sumter - \$1,279,338.50
84. Breakers #179, Florence - \$1,274,492.50
85. Nish Inc, North Charleston - \$1,274,448.50
86. 3 Way Food Mart, Estill - \$1,270,537.50
87. Corner Store 2, Rock Hill - \$1,268,477.50
88. Quick Stop & Go III, Columbia - \$1,263,138
89. Little River Food Mart, Little River - \$1,261,141
90. Shop And Go, Beaufort - \$1,259,434.50
91. Corner Stop, Columbia - \$1,259,314.50
92. A One Express, Columbia - \$1,256,922.50



93. AM PM Food Mart Inc, Columbia - \$1,254,420.50
94. JPS Corner Stop, Gaffney - \$1,249,494
95. Carolina Pantry, Columbia - \$1,228,956
96. Short Trip #20, North Charleston - \$1,225,578
97. Quick Food Mart, Orangeburg - \$1,223,830.50
98. 3 Way Food Mart #4, Johnston - \$1,223,591.50
99. Quick Stop, Ravenel - \$1,220,455
100. Shop N Go II, Beaufort - \$1,217,295.50
101. Ken's Corner, Florence - \$1,213,217
102. Sunoco, Sumter - \$1,205,157.50
103. Quick Pantry #20, Abbeville - \$1,203,162.50
104. Raceway 846, West Columbia - \$1,197,521
105. EZ Stop, Summerville - \$1,194,546
106. North Guignard Sunoco, Sumter - \$1,193,609
107. Corner Cupboard #7, Cheraw - \$1,192,038
108. Fuel Express, Moncks Corner - \$1,178,762.50
109. Cruizers VII, Florence - \$1,174,634.50
110. M & E Food Mart Inc, Rock Hill - \$1,171,738
111. Sam's Mart, Quinby - \$1,167,515
112. Quick Stop 3, Columbia - \$1,164,106.50

113. Kwik Mart, Ladson - \$1,163,904.50
114. Situ LLC, Darlington - \$1,162,002
115. Sky Mart BP, Charleston - \$1,155,508.50
116. Fast Break, Manning - \$1,154,277.50
117. Publix Super Markets #1081, Mount Pleasant - \$1,142,310
118. Corner Food Stop, Manning - \$1,142,253.50
119. Circle K #2723296, Mount Pleasant - \$1,140,335
120. Kwik Mart, Sumter - \$1,137,670
121. Charlie's Grocery, Charleston - \$1,136,993
122. Carolina Express, North Charleston - \$1,120,379
123. Scott's Food Store Heckle, Rock Hill - \$1,118,644.50
124. The Spinx Easley #443, Easley - \$1,117,475.50
125. Tiger Mart #16, North Myrtle Beach - \$1,115,125
126. 1st Stop, Hartsville - \$1,103,193
127. GS Mini Mart, West Columbia - \$1,097,012.50
128. Park Lane Amoco, Columbia - \$1,096,670
129. Shyam Food Mart Inc, Beaufort - \$1,089,620.50
130. Short Trip 6, Summerton - \$1,089,398
131. VGO Mart 2, Greenville - \$1,088,649
132. Rabons Sav On, Dalzell - \$1,087,557
133. Aum Sai, Eutawville - \$1,087,509
134. Short Stop, Ridgeland - \$1,087,028
135. Quick Pantry #8, Santee - \$1,083,330.50
136. ABC Sunoco, Marion - \$1,081,744
137. White Pond Food N Beverage, Elgin - \$1,081,355
138. Sam's Quick Stop, Kingstree - \$1,080,395
139. Quick Pantry #43, Laurens - \$1,079,259
140. Shree Jay Ambe LLC, North Charleston - \$1,077,481.50
141. Caper House 1, Saluda - \$1,077,290.50
142. Robert's Express Mart #2, Prosperity - \$1,076,006
143. Elliot's Exxon, Rock Hill - \$1,073,025.50
144. Robert's Express Mart #3, Newberry - \$1,071,979.50
145. Kwik Stop Food Mart, Charleston - \$1,070,217
146. Ellore Country Store, Ellore - \$1,069,066.50
147. Discount Store, North Charleston - \$1,067,241
148. H & H Mart, Rock Hill - \$1,066,876.50
149. Hollywood Market, Hollywood - \$1,066,307
150. Corner Cupboard, Cheraw - \$1,062,923
151. Mazingo's Grocery, Sumter - \$1,059,778.50
152. The Country Peddler, Newberry - \$1,058,876.50
153. Corner Stop 106, Conway - \$1,058,730.50
154. Simba Express #1, Columbia - \$1,057,456
155. Lesslie Food Inc, Rock Hill - \$1,056,308
156. MJ Mart, Fort Mill - \$1,055,258.50
157. Ka & Ve LLC, Saint George - \$1,054,743.50
158. US Mini Mart, Darlington - \$1,054,636.50
159. Bell's, Greenville - \$1,053,843
160. Cuzs Corner, Winnsboro - \$1,050,819
161. SNJ Market, Myrtle Beach - \$1,050,375.50
162. BP Amoco and Huddle House, Florence - \$1,047,377.50
163. Royal 8, Greenwood - \$1,045,644.50
164. Tanner's, Kingstree - \$1,045,478
165. Stop N Go, North Charleston - \$1,044,429
166. Stop N Shop, Lexington - \$1,042,358
167. Quick Pantry #6, Orangeburg - \$1,039,467
168. G P Mart 2, Lexington - \$1,037,510
169. Short Trip 21, North Charleston - \$1,032,257
170. Corner Stop #43, Saint Stephen - \$1,027,294
171. One Stop of Columbia LLC, Columbia - \$1,027,201.50
172. Roger's Food and Beverage, Pageland - \$1,024,478
173. Cammy Express, Rock Hill - \$1,024,299.50
174. S & J Mart, Boiling Springs - \$1,023,116.50
175. Shiv Mart, Columbia - \$1,023,065.50
176. Racer's Food Store, Aiken - \$1,021,359.50
177. Tigers Market, North Charleston - \$1,020,317
178. Quick Pantry 42, Batesburg - \$1,018,443.50
179. Jaibhavani Wildwood, Moncks Corner - \$1,016,145
180. Sambo's Grocery, Bishopville - \$1,015,225.50
181. Sunny's Fast Food, Denmark - \$1,014,708
182. Savers, Florence - \$1,013,815
183. Palm Pantry 2, Aiken - \$1,013,374.50
184. K & T Express LLC, York - \$1,011,049.50
185. Savway #8, Lake City - \$1,010,348.50
186. MR Express LLC, Rock Hill - \$1,005,668
187. Station One, Hilton Head Island - \$1,004,401.50
188. Quick Pantry #37, Orangeburg - \$1,003,989.50
189. Road Runner, Hollywood - \$1,000,776.50





## SPOTLIGHT

# Devs One Stop

By Mark Morris, Midlands MSR

**Devs One Stop**, located in northeast **Sumter**, is a store on the way up. Since opening in 2016, they have consistently moved up the Retail Ranking Report, this past quarter reaching the top 15 percent. Owned and managed by Kanu, Usha and Ronak Patel, the trio brings a family atmosphere to taking care of their customers. They greet regulars by name and make everyone feel appreciated.

How? By having a dedicated area in the front of the store for displaying tickets and a dedicated register for selling tickets to customers. Their play station is always clean and well stocked. They display winning tickets. The owners show their appreciation with great promotions, everything from wheels spins to big second-chance drawings.

Devs One Stop finished 2016 with a huge promotion that created lots of excitement at Christmas by giving away an enormous 65-inch, 4K HD-TV and huge sound bar to a lucky customer. The promotion was a great success, helping the store to a nice double digit increase in sales.



Devs One Stop in Sumter knows how to throw a promotion! Wow, the store gave away a 65-inch flat screen TV! What a wonderful way to say "Thank You" to their loyal customers!

# New Games

Scheduled to launch Tues., March 7:



Scheduled to launch Tues., March 28:



Launch dates and tickets are subject to change.  
Artwork shown is not necessarily representative of final product.

# TICKET Alerts

## LAST DAY TO SELL:

Wed., March 1: Big Bonus Crossword (#875), Fast Bucks (#880) & Sapphire 7s (#890)  
Wed., March 8: Tic Tac Tripler (#867)  
Wed., March 29: Franklin's Fortunes (#860) & Holiday Lights (#893)

## LAST DAY TO RETURN:

Fri., March 3: Pink Diamond Bingo (#851)  
Fri., March 10: Black and Gold (#876)  
Fri., March 24: Cash Payout (#816) & Money Mania (#855)  
Fri., March 31: Big Bonus Crossword (#875), Fast Bucks (#880) & Sapphire 7s (#890)

## LAST DAY TO REDEEM:

Tues., March 7: Mega Bucks (#795)  
Tues., March 14: 7/11/21 (#870)  
Tues., March 21: Double Jackpot (#839) & \$5,000 Taxes Paid (#843)  
Tues., March 28: Cash Reserve (#863) & Gold Rush (#869)

- Dates Current as of  
1/25/2017.