

Scratch Card Stock Cards

Scratch Card Stock Cards are designed to:

- To assist retail staff in Scratch Card management.
- To give an order history and establish stock requirements.
- To work with Tele Sales representatives in maximising scratch card sales and avoiding out of stock.

GAME NO.	NAME	Book Size	WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5	
			In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	170 CONGRATULATIONS	40										
2	163 ALL CASH GOLD	100										
3	164 ALL CASH PLATINUM	20										
4	169 DIAMOND BINGO DOUBLER	50										
5	175 ALL CASH EXTRAVAGANZA	10										
6	168 CROSSWORD DOUBLER	50										
7	165 ALL CASH €1	200										
8	158 ALL CASH SPECTACULAR	20										
9	162 BINGO TIMES 10	20										
10	159 CROSSWORD PLUS	20										
11	160 ALL CASH TRIPLER	80										
12	176 HOLIDAY CASH	80										
13	166 €100,000 DIAMONDS	20										
14	143 INSTANT €500	20										
15	146 INSTANT €300	40										
MULTIPLIER GAMES												
16	132 MONEY MULTIPLIER 5X	80										
17	133 MONEY MULTIPLIER 10X	40										
18	134 MONEY MULTIPLIER 20X	20										
19	135 MONEY MULTIPLIER 40X	10										
NEW LOOK GAMES												
20	177 BINGO TIMES 10	20										

ALWAYS CONFIRM ALL YOUR SCRATCH CARD DELIVERIES ON YOUR TERMINAL

CONSUMABLES	WEEK 1		WEEK 2		WEEK 3		WEEK 4		WEEK 5		
	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	
1	PAPER ROLLS										
2	LOTTO PLAYSLIPS										
3	EUROMILLIONS PLAYSLIPS										
4	DAILY MILLION PLAYSLIPS										
5	5-4-3-2-1 PLAYSLIPS										
6	GIFTING WALLETS										
7	3 STAR ENVELOPES										
8	STUB DRAW ENVELOPES										

Please remember that you must now order your Consumables (playslips, ticket rolls, draw envelopes and gifting wallets) when placing your Scratch Card order.

Contact Phone Numbers: Telesales: 1800 22 66 88, Retail Help Desk: 180022 44 55, Claims: 1800 666 222
Find out more at www.lottery.ie

The National Lottery reserves the right to change individual Scratch Cards, Draw Games or game promotions without consultation. For details on any specific game please contact your Premier Lotteries Ireland Sales Representative.



National Lottery

STAR GAME NEWS

May 2017



National Lottery

NEW LOOK GAME

BINGO TIMES 10

New game number: 177

New PLU code: 509 8974 017709

On Sale mid-May



ON SALE NOW

New Summer Game

HOLIDAY CASH

Win up to €25,000 Instantly
Plus 60 Holidays must be won!
On Sale Now - Stocks Limited

€100,000 DIAMONDS

Win up to €100,000 Instantly!
Available to order now.



REMINDER

MYSTERY SHOPPER VISITS TO COMMENCE MAY 2017

CUSTOMER RECEIPTS - COMPLIANCE AUDIT

Just a quick reminder that it is required under regulation to give customer receipts to players after validating winning tickets for payment.

PLI are obliged to monitor compliance in this regard and will be conducting Mystery Shopper visits across the agent network over the coming months.

It is important that all retail management & staff are aware of the requirement to issue customer receipts.

You must give Customer Receipts to players after validating winning tickets for payment and always return non-winning tickets to customers immediately after checking.

Thank you for your support.



DRIVE YOUR STAR MARK IN 2017

Star Store audits for the first measurement period of 2017 continue with the objective to further drive excellence in Lottery Retailing and in doing so grow sales of profitability for you the retail agent.

Almost €50,000 in One4All vouchers were distributed last month to agents who achieved a Star Mark rating of 8 Stars or above in the Jul-Dec 2016 audit cycle.

Once again in this 6 month measurement period retailers have an opportunity to drive up their Star Mark score and be recognised for that achievement through Star Rewards.

Star Mark is a measure of excellence in lottery retailing and will ensure opportunities for sales growth in your store are fully maximised.

Your lottery representative completes a Star Mark audit on every visit and the scoring criteria is set out in the table below to allow you Star Mark your own store.

So why not trial score your store today and begin driving sales & profitability now.

Measurable	Criteria Defined	Stars	Your Score	*Your Score (With *LCU*)
Playstand or Playslip Holder: Positioning and Stockholding	Playstand should be positioned between the front entrance and the counter, clearly visible to customers & fully stocked (min. 4 playslips for all games available). Playslip Holder should be prominently positioned at the point of sale & fully stocked	1		
Terminal Surround Positioning	Real position 1: Terminal is adjacent to the customer serving area at the busiest till (3 stars) Position 1: Terminal is adjacent to the busiest till (2 stars)	3 or 2		N/A
Scratch Card Dispenser Positioning	Within 500mm of the busiest till	2		N/A
Lottery Counter Unit Positioning	Real position 1: LCU is adjacent to the customer serving area at the busiest till (5 stars) Position 1: LCU is adjacent to the busiest till (3 stars)	5 or 3	N/A	
Scratch Card Range and Merchandising	All Scratch Card dispensers / LCU full with Scratch Cards correctly merchandised (Front face of Scratch Card upright and facing the customer - display sleeve in dispenser used where available - see merchandising guide).	2		
POS Merchandising	Any Point of Sale correctly merchandised and current	1		
Proactive Selling, Upsell & Promotion	Discretionary mark where Retail Staff cross sell or upsell lottery products, or bespoke signage used by the agent to promote Lottery	1		

Your Star Mark Score

*(Stores with the new Lottery Counter Unit should use the column on the far right to score their store)

Maximise your selling opportunity!

✓ **Good merchandising is key to maximising your Lottery sales!**

- ✓ Full range of games available
- ✓ All games correctly merchandised
- ✓ Drive Impulse Purchases
- 🕒 5 minute daily checklist
- ✓ Ensure full range of games in stock
- ✓ Place Scratch Card order if necessary
- ✓ Follow planogram for correct game placement
- ✓ Use merchandising guide to optimise ticket display
- ✓ Stock up for weekends and seasonal peaks in sales



REMINDE YOUR CUSTOMERS TO PLAY

€ Lost Sales



Drive your Star Mark

Display Excellence Competition

Congratulations to the latest winner of our Store Excellence competition Neil Barrett from Hayes Daybreak, Campile, New Ross, Co Wexford.

Neil wins a pair of tickets to see U2 in Croke Park in July 2017 including overnight accommodation in a city centre hotel. The competition continues this month and again we are asking retail agents to send in photos of their perfectly executed Lottery offering as set out in the Lottery's Star Store programme - see merchandising guides above.

Another pair of tickets to see U2 play in Croke Park are up for grabs this month so get those photos in before 31st May 2017.

Entries to starstorecompetition@lottery.ie



Last Month's Winner:
Hayes Daybreak
Campile, New Ross,
Co. Wexford

LCU PLANOGRAMS & LOADING INSTRUCTIONS

20 Game LCU Planogram

ALL CASH EXTRAVAGANZA	ALL CASH SPECTACULAR	MONEY MULTIPLIER 40X	BINGO TIMES 10	DIAMOND BINGO DOUBLER
ALL CASH PLATINUM	ALL CASH TRIPLER	MONEY MULTIPLIER 20X	HOLIDAY CASH	CROSSWORD DOUBLER
ALL CASH GOLD	ALL CASH €1	MONEY MULTIPLIER 10X	€100,000 DIAMONDS	CONGRATULATIONS
INSTANT €300	INSTANT €500	MONEY MULTIPLIER 5X	ALL CASH GOLD	CROSSWORD PLUS

15 Game LCU Planogram

ALL CASH EXTRAVAGANZA	ALL CASH SPECTACULAR	MONEY MULTIPLIER 40X	BINGO TIMES 10	DIAMOND BINGO DOUBLER
ALL CASH PLATINUM	ALL CASH TRIPLER	MONEY MULTIPLIER 20X	HOLIDAY CASH	CROSSWORD DOUBLER
ALL CASH GOLD	ALL CASH €1	MONEY MULTIPLIER 10X	€100,000 DIAMONDS	CONGRATULATIONS

To optimise display

Feed display tickets into inner display sleeve as shown.

Then load full book behind the display fascia in the normal way.

Ensure unit is fully loaded and correctly merchandised at all times.

LCU - Loading & Merchandising Guide



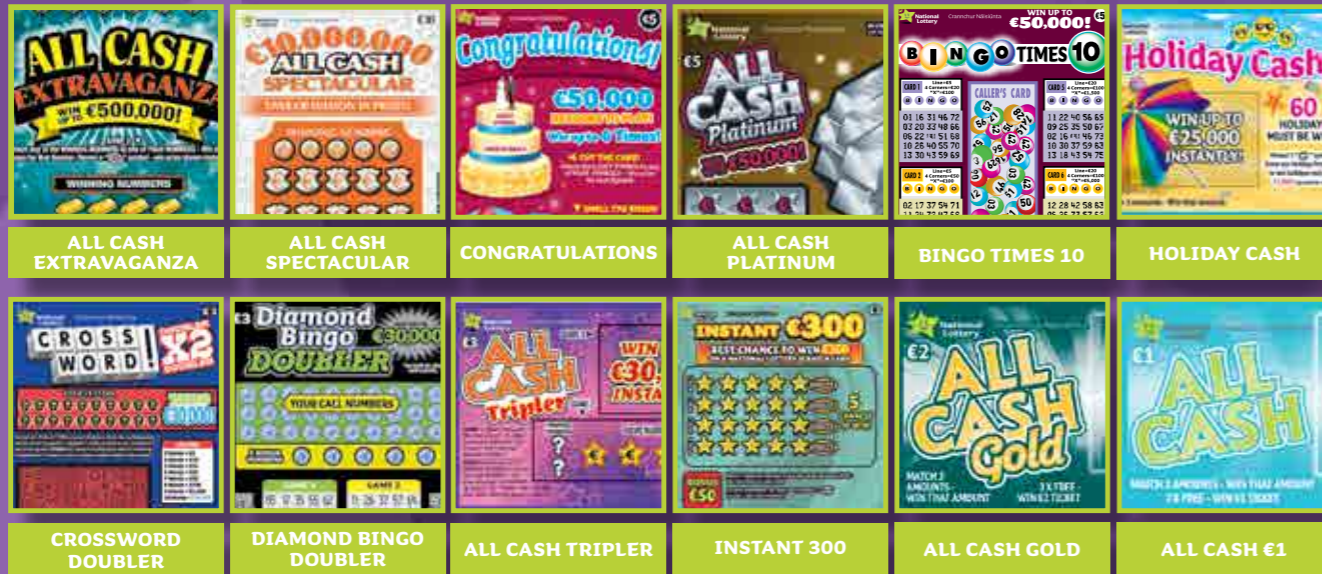
Scratch Card dispensers should be positioned at the main cash point.

Play responsibly | Play for fun

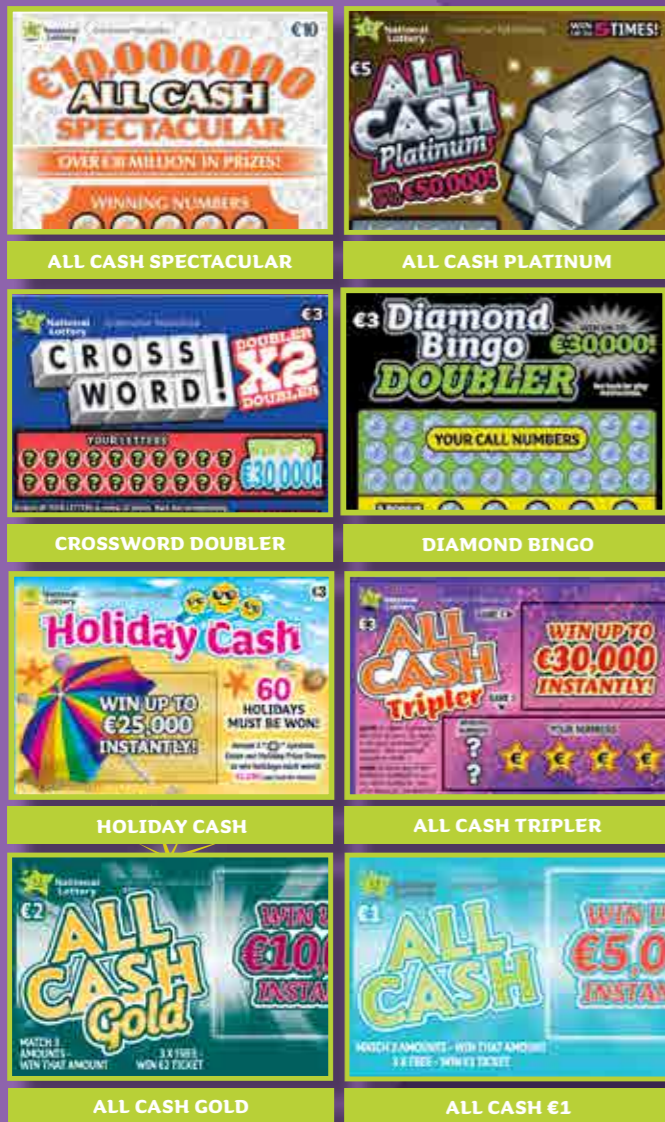
Price Point Planograms

(Price Point Layouts)

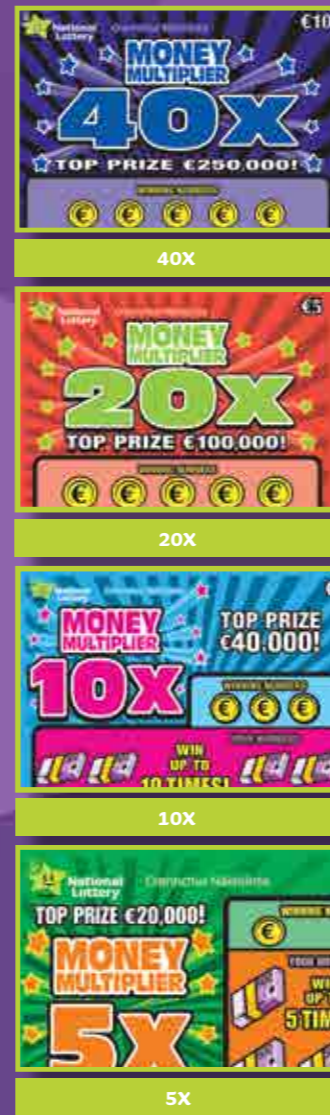
6 x 2 Game Dispensers



2 x 4 Game Dispensers



Multiplier Impact Dispenser



SCRATCH CARD GAME END UPDATES

The Game End process for the following games has been initiated:

Game No.	Game Name	Replacement Game	Distribution Ended	End Activation <small>No Books Can Be Activated After This Date</small>	Sell Through or Return by Date Specified	Game End Announcement <small>No Tickets From These Games Can Be Sold After This Date (90 Day Claims Period Commences)</small>	*Game Purge
161	WINNING STREAK	NO REPLACEMENT	20-APR-17	24-APR-17	REMOVE FROM SALE	25-APR-17	24-JUL-17
147	CONGRATULATIONS	CONGRATULATIONS 170	26-APR-17	07-JUN-17	01-AUG-17	02-AUG-17	31-OCT-17
151	ALL CASH EXTRAVAGANZA	ALL CASH EXTRAVAGANZA 175	27-APR-17	07-JUN-17	01-AUG-17	02-AUG-17	31-OCT-17
152	DIAMOND BINGO DOUBLER	DIAMOND BINGO DOUBLER 169	10-APR-17	07-JUN-17	01-AUG-17	02-AUG-17	31-OCT-17
153	CROSSWORD DOUBLER	CROSSWORD DOUBLER 168	14-MAR-17	07-MAY-17	01-JUL-17	02-JUL-17	30-SEP-17
149	ALL CASH	ALL CASH 165	24-FEB-17	07-APR-17	01-JUN-17	02-JUN-17	31-AUG-17
150	ALL CASH PLATINUM	ALL CASH PLATINUM 164	17-FEB-17	07-APR-17	01-JUN-17	02-JUN-17	31-AUG-17
148	WINNING STREAK	WINNING STREAK 161	12-JAN-17	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
130	BINGO TIMES 10	BINGO TIMES 10 162	22-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
127	CROSSWORD PLUS	CROSSWORD PLUS 159	13-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
141	ALL CASH SPECTACULAR	ALL CASH SPECTACULAR 158	13-DEC-16	07-MAR-17	01-MAY-17	02-MAY-17	31-JUL-17
157	CHRISTMAS COUNTDOWN	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
156	CHRISTMAS GIFT	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
155	HAMPERS, SWEETS & TREATS	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
154	MERRY MONEY	NO REPLACEMENT	23-DEC-16	12-JAN-17	N/A	13-JAN-17	13-APR-17
145	ALL CASH GOLD	ALL CASH GOLD 163	09-DEC-16	07-FEB-17	24-APR-17	25-APR-17	24-JUL-17
131	CROSSWORD DOUBLER	CROSSWORD DOUBLER 153	14-OCT-16	07-JAN-17	03-MAR-17	04-MAR-17	02-JUN-17
144	ALL CASH TRIPLER	ALL CASH TRIPLER 160	06-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
125	DIAMOND BINGO DOUBLER	DIAMOND BINGO DOUBLER 152	06-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
137	ALL CASH EXTRAVAGANZA	ALL CASH EXTRAVAGANZA 151	05-OCT-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17
139	CONGRATULATIONS	CONGRATULATIONS 147	28-SEP-16	07-DEC-16	31-JAN-17	01-FEB-17	02-MAY-17

Game End Announcements:

Game Name	Game Number	Game Ends	Last Date for Claims	Replacement Game & Number
Crossword Plus	127	02-May-17	31-JUL-17	Crossword Plus 159
Bingo Times 10	130	02-May-17	31-JUL-17	Bingo Times 10 162
All Cash Spectacular	141	02-May-17	31-JUL-17	All Cash Spectacular 158
Winning Streak	148	02-May-17	31-JUL-17	Winning Streak 161
Winning Streak	161	25-APR-17	24-JUL-17	no replacement

For Planogram alternatives see full range of tickets listed in Scratch Card Stock Card on back page. It pays to display – remember to keep your dispensers full and display your tickets correctly.

Play responsibly | Play for fun

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Remove from Sale

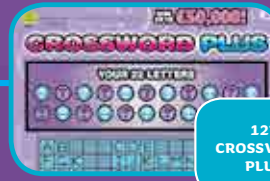
Game end has been announced and all stock must be removed from sale.



145
ALL CASH
GOLD



141
ALL CASH
SPECTACULAR



127
CROSSWORD
PLUS



130
BINGO TIMES
10



148
WINNING
STREAK



161
WINNING
STREAK*



157
CHRISTMAS
COUNTDOWN



156
CHRISTMAS
GIFT



155
HAMPERS
SWEETS &
TREATS



154
MERRY
MONEY



144
ALL CASH
TRIPLER



125
DIAMOND
BINGO
DOUBLER



137
ALL CASH
EXTRAVAGANZA



139
CONGRATULATIONS



131
CROSSWORD
DOUBLER

Distribution Ended

These games are no longer available to order.



152
DIAMOND
BINGO
DOUBLER



151
ALL CASH
EXTRAVAGANZA



147
CONGRATULATIONS!

End Activation/ Sell Through

Books from these games can no longer be activated for sale. Any open/loose stock from these games can be sold through. Full books must be set aside for return/collection.



150
ALL CASH
PLATINUM



149
ALL CASH



153
CROSSWORD
DOUBLER

WINNING STREAK GAME 161

*The game end schedule for Winning Streak published in the last edition of Star Game News has changed. If you have not done so already please remove the game from sale immediately and set aside for return to your local Sales Representative.

All 3 Star draw entries received after 27th April & STUB draw entries received after 4th May will be included in the first draws for the new Winning Streak Autumn/Winter series in September 2017.

