



National Lottery

# STAR GAME NEWS

May — July 2023



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## Springing into action!

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## Spring is in the air!

Hello and welcome to our Spring edition of Star Game News.

It has already been an exciting start to the year for Lottery players and selling Retailers with 12 new millionaires already created across the country from playing Lottery games and we are looking forward to seeing many more big winners through our doors in the coming months.

Over the past few months the Team at the National Lottery have been working hard to deliver a new programme for our Retail Channel to ensure the best possible experience for Players & Retailers alike, providing fun and excitement through our game portfolio in a responsible way.

I am delighted to announce the launch of our New Star Store Programme 2023. This program importantly emphasises equal weighting between retail compliance and retail excellence, recognising the importance of both aspects in our operations. To ensure that our retailers are fully equipped with the knowledge and tools to excel in these areas, our National Lottery Field Sales Team will be visiting you over the coming weeks to walk you through the programme which places Retail compliance and operating excellence central to its purpose.

As part of our commitment to rewarding excellence, we have made a significant investment in our New Rewards programme. This program is designed to reward those retailers who consistently deliver the highest standards of compliance and excellence in Lottery Retailing.

To further support the program we have updated our Retail Compliance policy to include changes to our on-going Mystery Shopped campaigns. As you aware we are required to test compliance with our Think 21 age challenge and purchase limit policies on a continuous basis. To that end we instruct our independent Mystery Shopper provider to use 18 and 19 year olds only. It is illegal to sell to anyone under the age of 18 and please remember this programme focuses on compliance with our age challenge protocols i.e. if the person looks under 21 you must challenge for ID. Failure of a Mystery Shopper visit/campaign will lead to sanctions and potential suspension of your operating licence. We want all our Retailers to be compliant and collectively we can ensure the interests of players, retailers and the future sustainability of the Lottery are protected.

To support our Retail Owners & Staff in their compliance obligations we have developed a suite of new Player & Retailer facing POS which will be professionally merchandised in all licensed Lottery Retail outlets across the country in the coming weeks. This will heighten awareness among our retail owners, management, and staff, and help reinforce the importance of responsible play in our regulated industry. We have also engaged in a major whitelisting campaign with all our retail partners to help ensure we fully utilise the technologies available to deliver on our responsible play obligations.

At the same time, we understand that our retailers face many challenges, and we are here to support you. We have some useful tips on prize payment and ticket cancellation to assist you in your operations and provide a seamless experience for both you and our players.

In addition to our operational updates, we have recently launched our Good Causes awards, with the Gala event scheduled to take place in October 2023. Our esteemed judges will have the unenviable task of evaluating the hundreds of projects already nominated for the awards, and we are excited to celebrate the outstanding contributions of our players, retailers, and partners to our communities.

As the days become longer and the weather improves, I look forward to meeting many of you in the coming months. Your continued commitment and support for the National Lottery is truly appreciated. Together, we can continue to make a positive impact and drive responsible play in our industry.

Thank you.

**Niall Andrews**  
Chief Retail Officer



## New Look Tickets

### MEGA MONEY MULTIPLIER

Mega Money Multiplier €10 offers plenty of play value and an amazing top prize of €250,000.

- New Game Number: 285
- Average 1 in 3.30 wins cash

For scanning purposes, the PLU code for this game is 509 8974 028507

Launched in February 2023. This game has an end claim date of 31st of July 2025 printed on the back of the ticket.

### CONGRATULATIONS!

This new look Congratulations €5 ticket is a perfect gift for any occasion that offers a top prize of €50,000!

- New Game Number: 306
- Average 1 in 3.59 wins cash

For scanning purposes, the PLU code for this game is 509 8974 030609

Launched in March 2023. This game has an end claim date of 28th of February 2025 printed on the back of the ticket.

### ALL CASH GOLD

All Cash Gold - €2 ticket with a top prize of €15,000! 2 easy to play games!

- New Game Number: 296
- Average 1 in 5.08 Wins Cash

For scanning purposes, the PLU code for this game is 509 8974 029603

Launched in April 2023. This game has an end claim date of 30th of April 2025 printed on the back of the ticket. Please note this game replaces All Cash Gold Game 277.

### ALL CASH EXTRAVAGANZA

All Cash Extravaganza - The most extravagant one of the All Cash family! €20 ticket with a top prize of €500,000, printed in a new colour!

- New Game Number: 299
- Average 1 in 3.19 Wins Cash

For scanning purposes, the PLU code for this game is 509 8974 029900

Available in May 2023, dependent on stock of Game 281. This game has an end claim date of 29th of August 2025 printed on the back of the ticket.



## New Look Tickets

### LUCKY 7s

Lucky 7s- €10 ticket. 10 Games to play and over 100,000 of prizes to be won!

- New Game Number: 313
- Average 1 in 3.00 Wins Cash

For scanning purposes, the PLU code for this game is **509 8974 031309**

Available in June 2023, dependent on stock of Game 292. This game has an end claim date of 28th of February 2025 printed on the back of the ticket.

### ALL CASH GIFT

All Cash Gift- This new All Cash game is here to stay! Printed in a new colour, this €15 card is a perfect gift for any occasion!

- New Game Number: 312
- Average 1 in 2.92 Wins Cash

For scanning purposes, the PLU code for this game is **509 8974 031200**

Available in June 2023, dependent on stock of Game 273. This game has an end claim date of 31st of July 2025 printed on the back of the ticket.

### Gift Responsibly

In an effort to raise awareness about the risks of underage lottery use and encourage responsible play, the Gift Responsibly Campaign provides a reminder to parents and other adults that lottery tickets and Scratch Cards are not appropriate gifts for children under the age of 18.

PLI continues to display a gift responsibly logo on its gifting products. The Gift Responsibly campaign is communicated via messaging in digital and social media, TV advertisement and the designated webpage on lottery.ie. We hope to receive retailers continuous support in order to ensure this is successful in highlighting the importance of gifting responsibly.



## New Look Tickets

### ALL CASH SPECTACULAR

All Cash Spectacular - €10 ticket with a top prize of €200,000, printed in a new colour!

- New Game Number: 298
- Average 1 in 3.55 Wins Cash

For scanning purposes, the PLU code for this game is **509 8974 029801**

Available in June 2023, dependent on stock of Game 280. This game has an end claim date of 29th of December 2025 printed on the back of the ticket.

### ALL CASH

All Cash - €1 ticket with a top prize of €10,000, printed in a new pink colour!

- New Game Number: 295
- Average 1 in 5.93 Wins Cash

For scanning purposes, the PLU code for this game is **509 8974 029504**

Available in July 2023. This game has an end claim date of 31st of December 2025 printed on the back of the ticket.

### ALL CASH TRIPLER

All Cash Tripler- €3 ticket with a top prize of €30,000 and a Tripler feature, printed in a new colour!

- New Game Number: 297
- Average 1 in 3.87 Wins Cash

For scanning purposes, the PLU code for this game is **509 8974 029702**

Available in July 2023. This game has an end claim date of 31st of October 2024 printed on the back of the ticket.



## End Game Table

### Game End Schedule with Prize Claim Dates

Game		Replacement Game		Distribution Ended	End Activation	Remove From Sale	Game End Announcement	Validation End Date	End Returns Date*
No.	Name	No.	Name		Close of Trade	Close of Trade	90 Day Claims Period Commences	Game Ended	Date Processed In-Store
261	Bingo Multiplier	293	Bingo Multiplier	07-Jan-23	04-Feb-23	01-Apr-23	02-Apr-23	30-Jun-23	14-Jul-23
271	Double Your Money	N/A	N/A	07-Jan-23	04-Feb-23	01-Apr-23	02-Apr-23	30-Jun-23	14-Jul-23
265	Diamond Bingo Doubler	302	Diamond Bingo Doubler	07-Jan-23	04-Mar-23	01-Apr-23	02-Apr-23	30-Jun-23	14-Jul-23
272	Bingo 90	303	Bingo 90	07-Jan-23	04-Mar-23	01-Apr-23	02-Apr-23	30-Jun-23	14-Jul-23
248	Money Multiplier	284	Money Multiplier	07-Feb-23	07-Mar-23	02-May-23	03-May-23	31-Jul-23	14-Aug-23
227	Golden 4s Silver 5s	300	Fire 4s Ice 5s	07-Feb-23	07-Mar-23	02-May-23	03-May-23	31-Jul-23	14-Aug-23
275	All Cash Platinum	294	All Cash Platinum	07-Feb-23	07-Mar-23	02-May-23	03-May-23	31-Jul-23	14-Aug-23
249	Mega Money Multiplier	285	Mega Money Multiplier	07-Feb-23	04-Apr-23	02-May-23	03-May-23	31-Jul-23	14-Aug-23
263	Cashword Doubler	304	Cashword Doubler	10-Feb-23	04-Apr-23	02-May-23	03-May-23	31-Jul-23	14-Aug-23
264	Cashword Plus	305	Cashword Plus	10-Feb-23	04-Apr-23	02-May-23	03-May-23	31-Jul-23	14-Aug-23
262	Congratulations	306	Congratulations	10-Mar-23	05-May-23	02-Jun-23	03-Jun-23	31-Aug-23	14-Sep-23
277	All Cash Gold	296	All Cash Gold	08-Apr-23	03-Jun-23	01-Jul-23	02-Jul-23	29-Sep-23	13-Oct-23
228	Wanderlust	N/A	N/A	08-Apr-23	03-Jun-23	01-Jul-23	02-Jul-23	29-Sep-23	13-Oct-23
266	Lucky 3s	N/A	N/A	08-Apr-23	03-Jun-23	01-Jul-23	02-Jul-23	29-Sep-23	13-Oct-23

## Planned Update to Game Rules

Please note that further to our previous update, the National Lottery will be publishing (subject to regulatory approval) revised General Rules for Scratch Card Games (and Instant Win Games) and updated Specific Rules for each individual game. Details will be posted on the Retailer Portal, and you will also receive additional communications via email and terminal messaging including links to the relevant pages on the [www.lottery.ie](http://www.lottery.ie) website when published over the coming weeks.

## Draw Game Promotions

### €1 Million Lotto Plus Raffle

On Saturday 20th May, a **GUARANTEED €1 Million** will be added to the **Lotto Plus RAFFLE**.

This is the 2nd Lotto Plus €1 Million Raffle in 2023 and the 25th overall.

#### How do I play?

Buy a Lotto Ticket with Plus as normal, for each line on the ticket you get a non-unique raffle code between 0001 - 9999. Remember to check your raffle codes after every draw!

#### How do I win?

As per every Lotto Draw a lucky raffle code will be selected, any ticket with that code wins €500. On 20th May all tickets with the winning raffle code will also win an additional share of the €1 Million prize.

Typically there are approximately 100 - 120 winners of the Lotto Plus Raffle every Saturday. This means that on Saturday 20th May players with the winning raffle code on their ticket will win approximately €10,000 (amount may vary depending on the number of winners on the night).



### EuroMillions €130 Million Jackpot

## EuroMillions Super Minimum Jackpot Guaranteed

This draw will take place community wide. The mechanic is the same as every other Jackpot draw but irrespective of the Jackpot size on Friday June 2nd, the Jackpot will be a guaranteed €130 million.

If the Jackpot is not won, the Jackpot in the following draw will continue in roll from the €130m base, to a predicted €145m and so on until it is won.

This will be the second EuroMillions SMJG promotional event in 2023.

\*if Jackpot is in roll above the €130m event maybe deferred.

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 National Lottery Field Sales Representative

## Star Store Programme

We are delighted to announce the launch of our New Star Store Programme for 2023.

As with its predecessors the programme focuses on excellence standards in Lottery Retailing but most importantly this year assigns equal weighting to both compliance and display standards in retail, recognising the importance of these aspects in everything we do.

To ensure that our retailers are fully equipped with the information and tools to deliver the highest standards, we have produced a Guideline Brochure which our National Lottery Field Sales Team will walk you through on their next visit to store.

The programme places Retail compliance and operating excellence central to its purpose and as part of our commitment to rewarding excellence, we have made a significant investment in our New Rewards programme, supported by a new Star Mark which better reflects the weighting of the two core elements, Compliance & Display Excellence.

Details of the programme are set out on pages 10 & 11 of this edition and are designed to reward those retailers who consistently deliver the highest standards of compliance and excellence in Lottery Retailing.



**€65,000**  
Annually To Be Won

Three draws annually with 66 prizes to be won\*

Each draw has the following prizes:

- **Score 10:** 2 x €2,000 Winners
- **Score 10:** 10 x €1,000 Runners Up
- **Score 9:** 4 x €750 Winners
- **Score 8:** 6 x €500 Winners

**ShelfLife National Lottery Retailer of the Year\***

The winner of this prestigious award will win €5,000 in November 2023.

**Croke Park/Aviva Stadium GAA/Rugby/Soccer Tickets\***

Retailers who score 10 will be automatically entered into free ticket draws for exciting sports events.

\*In the unlikely event that your store fails a Mystery Shopper visit you will be exempt from all retailer rewards including Prize Draws, ShelfLife Awards and Sports tickets.

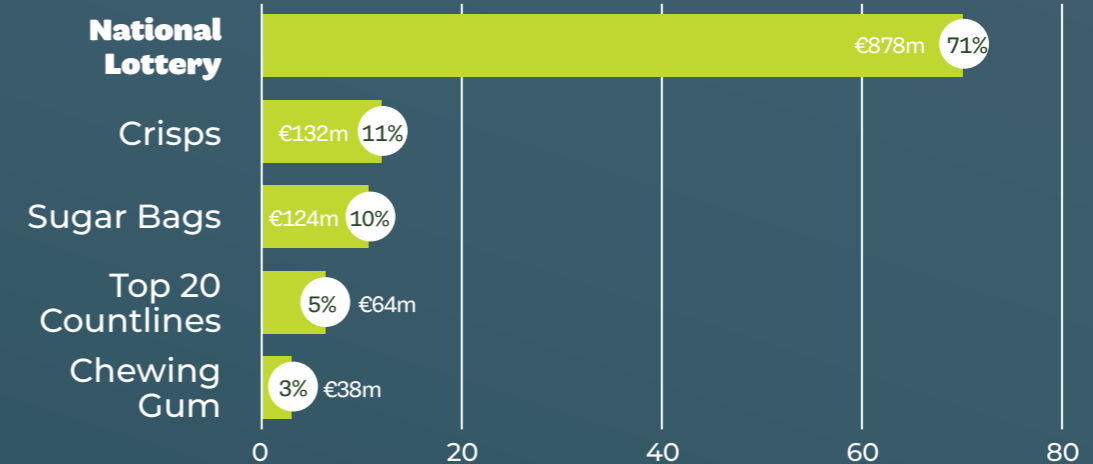


## The Value of Lottery

**Retailer Margin:** Lottery is the most valuable two foot of space at the counter delivering €55m in retailer commission annually. Source: National Lottery Annual Report 2021



## Value Share of Counter

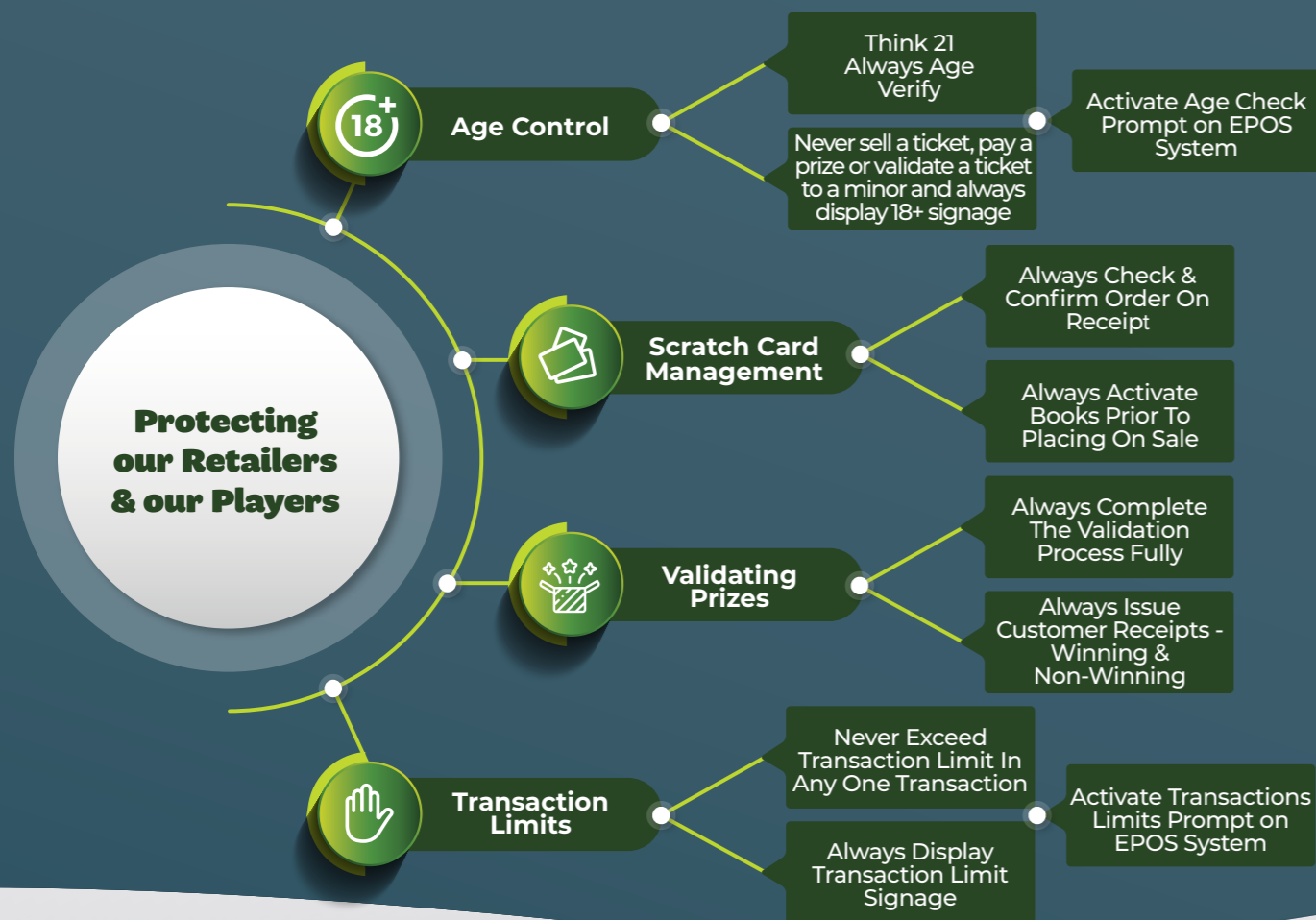


**Lottery sales are greater than the combined sales of all popular counter lines generating**

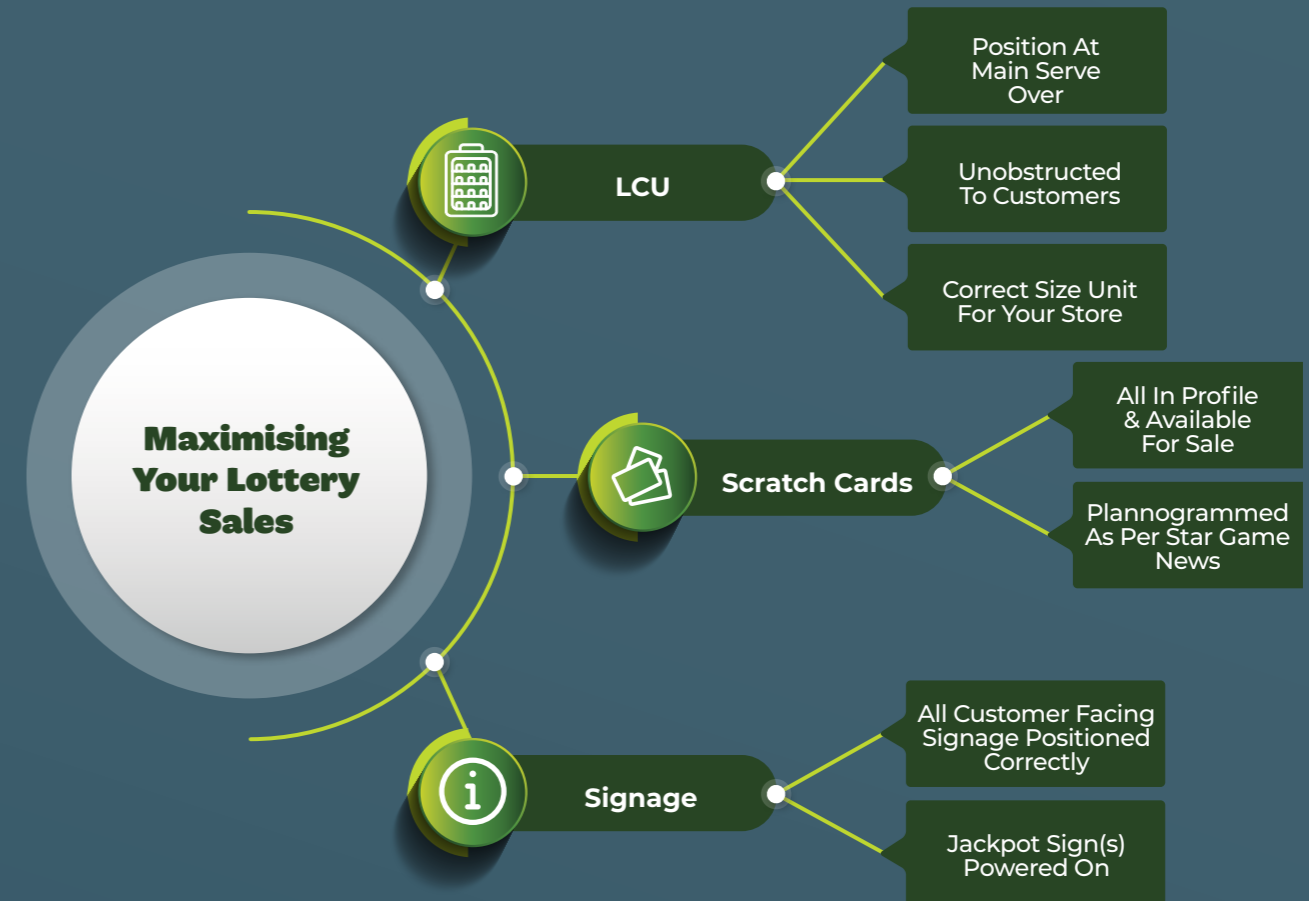
**€878m**  
in retail sales in 2021

Source: Nielsen Scantrack MAT data to 31.01.2023

## Star Mark – Retail Compliance



## Star Mark – Retail Excellence



Mark	Standard	Points
1	<b>Whitelisting</b> Age Control and Transaction Limit Restrictions activated on EPOS system	1
2	<b>Regulatory Signage (Retailer)</b> All Regulatory Signage clearly displayed • Licence • Age Control & Transaction Limits Poster • Terminal Vinyls • Responsible Play Poster	1
3	<b>Compliance Signage (Customer)</b> All Compliance Signage clearly displayed • LCU Topper • LCU Vinyls (Customer receipts and prize claim message)	1
4	<b>Playstand/Playslip Holder</b> All Compliance Messaging • Playstand Insert • Playslip Holder Vinyl	1
5	<b>Customer Information</b> Responsible Play leaflets on display and available for customer use	1
<b>Maximum Score</b>		<b>5</b>

Mark	Standard	Points
1	<b>LCU Real Position 1</b> Positioned directly next to the main serve over	2
	<b>OR Position 1</b> Positioned beside the main till point but not next to the main serve over	1
2	<b>LCU Visibility</b> Completely unobstructed from consumer view with Jackpot Sign(s) powered on	1
3	<b>Scratch Card Availability</b> All in profile games available for sale	1
4	<b>Scratch Card Planogram</b> All in profile games planogrammed as per Star Game News	1
<b>Maximum Score</b>		<b>5</b>





# STOP!

It is **ILLEGAL** to sell National Lottery products to any person under **18** years of Age

The National Lottery is launching an intensive programme for Retailers, Managers and customer facing staff to highlight the restrictions which apply to the sale and promotion of National Lottery Draw Based Games and Scratch Cards, including prohibition on sale to persons under the age of 18.

### 1. Know the facts – Know the Law

It is illegal and a criminal offence to sell the following goods to anyone under the age of 18 years.

- Alcohol
- Tobacco
- National Lottery products

If your store sells any National Lottery product to a person under the age of 18, you are liable to prosecution and on conviction can be fined up to **€5,000** in addition to the suspension/cancellation of your authorisation to sell National Lottery products for an indefinite period.

### 2. Our Commitment to you

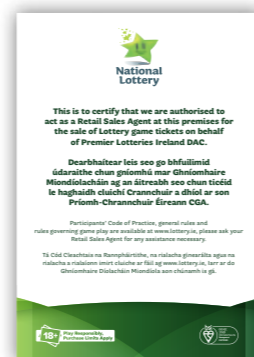
- Delivery of comprehensive training through the Lottery's Retailer Portal, including annual retailer compliance certification;
- An extensive campaign to activate EPOS whitelisting for all National Lottery products;
- Revised age control signage for display on both Terminal and Lottery Counter Unit to reinforce the regulated nature of our products;
- New retailer-facing point of sale to educate Retailers, Managers and Staff on the law and all restrictions/limits that apply to the sale of Lottery products;
- New Playstand/Playslip holder messaging to educate players on National Lottery age control restrictions.
- New Star Store Programme to measure and reward retail compliance;
- Full support from your Sales Representative with all matters of compliance placed at the core of your structured sales call.

### 3. Star Mark – Compliance

Every store will be merchandised with the full suite of regulatory and compliance point of sale including the National Lottery's Think 21 and Purchase Limit collateral.

- EPOS whitelisting for all National Lottery products
- New Licence, age control and terminal point-of-sale
- Think 21 & Purchase Limit notices
- Lottery Counter Unit toppers, age control lockups and vinyls
- Playstand pocket and Playslip holder vinyls
- Responsible Play leaflets availability and display

Retailers should include compliance signage checks on their own store audits to ensure all signage is on display, in good condition and seek replacement if required from your sales representative.



Licence



Age Display



Whitelisting



LCU Topper

## The National Lottery Mystery Shopper Programme

### 4. About the Programme

- PLI operate a continuous programme of Mystery Shopper campaigns throughout the year.
- Each campaign is independently conducted by an established and approved Mystery Shopping Service Provider - PAN Research.
- Campaigns are designed to test compliance with the Lottery's age challenge initiative Think 21, always ask for ID if the player looks under 21 & Scratch Card Purchase Limits, no more than 10 in any transaction.
- All Mystery Shopper visits are conducted by a two-person team - one junior (aged between 18 & 19 years) and one senior shopper.

### 5. Test Purchases In-Store

- Age Challenge/Think 21 - One of the approved junior shoppers will attempt to purchase a Scratch Card. The retail assistant will only fail the test if they offer to sell the scratch card after scanning it on their EPOS system. This will allow for any system prompts to be activated and followed in respect of the age challenge. **It should be noted that the test is to challenge for ID if the player looks under 21 years of age.**
- Purchase Limits - A senior shopper will attempt to buy more than 10 Scratch Cards. The shop assistant will only fail the test if they offer to sell more than ten tickets in the same transaction or series of contemporaneous transactions following the scanning of all tickets on the EPOS system. Again, this allows system prompts to be activated for purchase limits and acted upon by the retail assistant.
- In all test purchase scenarios the Mystery Shoppers will abort the transaction before delivering the test result.
- The Senior shopper will then complete a Pass/Fail notice detailing the test purchase results and leave it with the Owner/Manager/Supervisor. Failure of either of the test purchases constitutes a failed visit.

### 6. Failed Visits and New Penalty Point Structure for Mystery Shopper Campaign

- Where a failed first visit is recorded the National Lottery Field Sales Representative will advise of corrective actions to ensure the store is quickly made aware of the issue, offering the Retailer the opportunity to reinforce the message for all staff on the need for continuing compliance. A formal letter is sent to the Retailer to advise of the failed visit and the penalty point imposed including details of any other penalty points that may have been recorded against the Retailer's licence in the previous two-year observation period. The Retailer is also advised that a further visit will be required.
- Where a failed second visit is recorded the Retailer will receive a further penalty point and is required to undergo focused refresher training within 10 days and provide confirmation to PLI that the training has been successfully completed. Again a formal letter will be sent notifying the Retailer that another penalty point will be applied along with detail of any other active points recorded against the Retailer's licence and advised that a third and final campaign visit will be required.
- Where a failed third visit is recorded the National Lottery Sales Representative will advise the Retailer that failure of the third visit constitutes failure of the full Mystery Shopper Campaign and two further penalty points will be applied. In line with the Compliance policy any retailer who accumulates four penalty points will be suspended from trading for five (5) days, subject to appeal. A formal notification letter will be sent to the retail account principal at their registered business address.

#### New Penalty Point Structure for Failure of an Individual Mystery Shopper Visit or Campaign\*

Visit	Result	Points/(Accrual)
One	Fail	1
Two	Fail	1 (2)
Three	Fail	2 (4) Suspension

\*Please note any existing penalty points on record will also be counted when calculating the points threshold for suspension. The sample table above is based on a Retailer having no previous penalty points recorded in the last two-year observation period.

## Paying Prizes

All prizes up to and including €100 will validate automatically once presented to the Lottery Terminal.

Once validated by the central system the terminal will print two prize payment receipts, one for the agent's record and one that must be given to the customer. Prizes from €101 up to and including €2,500 can be validated and paid at the agent's discretion. To ensure these prizes are validated correctly and your account is duly credited please follow the instructions on the terminal screen carefully, and only pay out the prize when the terminal has issued the two prize payment receipts.

To validate a prize from €101 up to and including €2,500 you must follow the 3 step validation process below:

1. Scan the winning ticket (Scratch Card or Draw Game) on the Lottery terminal. The prize value will display on the screen.
2. To proceed with the prize payment press the 'PAY' icon.
3. A further 'prompt' will display asking if you have sufficient funds to pay the prize. If you wish to proceed with the prize payment simply press the 'PAY' icon again and the ticket will validate and automatically print the two prize payment receipts.

**NOTE** If you opt not to proceed with the validation select 'CANCEL PAYMENT'. The terminal will produce 'ticket prize inquiry receipt' which should be returned to the player with the original ticket. The player then has the option for bringing that ticket to another Lottery Agent or a designated Prize Claim Centre for payment.



Receipts

**REMEMBER** Always retain prize winning tickets after validation for security and account balancing purposes. Once you are satisfied that your lottery transactions are fully reconciled, prize-winning tickets should be disposed of securely in an environmentally friendly way. Only ever return a prize-winning ticket to a player where there are valid draws remaining.

Note: In this instance the sales agent prize payment receipt should be used for reconciliation purposes.

### Previously Validated Messaging —What To Do?

**REMEMBER** Always follow the instruction on screen when validating any prize and only pay out a prize when the terminal has issued two prize payment receipts, one for the customer and the other for your records. If the following messages are displayed when attempting to validate a ticket please follow the on-screen instructions and call the Retail Helpdesk on 1800 22 44 55

The **Transaction History** will allow you check the last validations to confirm if the ticket has been validated on your terminal. If you are satisfied the details match you can proceed with the prize payment. Again if in doubt always contact the Helpdesk for confirmation.

Scratch Card  
PRIZE INQUIRY  
246-152798-002-22-478189\*\*\*\*,\*\*

(14) Previously validated by other Agent. Agent Contact Retail Helpdesk 1800 22 44 55

Thu 03 Dec 2020 11:28:25  
#N000003-1 3000666 P16

Scratch Card  
PRIZE INQUIRY  
246-152798-002-22-51883\*\*\*\*,\*\*

(15) Previously validated here. Agent Contact Retail Helpdesk 1800 22 44 55

Thu 03 Dec 2020 11:28:31  
#N000003-1 3000666 P16

**Previously Validated by another agent.**  
Call the Retail Helpdesk for details.

**Previously Validated here.**  
Check your Transaction History and contact the Helpdesk for confirmation.

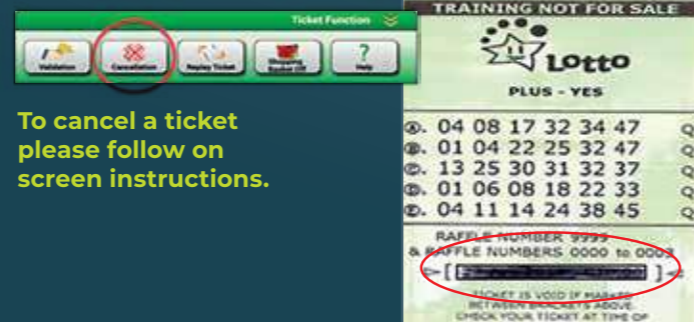
**Transaction History**

**IMPORTANT:** If presented with a Photocopy of a Draw Game ticket you must **NEVER** attempt to CHECK or VALIDATE that ticket - if in doubt please call Customer Support on 1800 22 44 55

## Cancelling a Draw Game Ticket - Rules

- All Draw Based Game tickets can be cancelled with the exception of TellyBingo & Millionaire Raffle.
- Tickets must be cancelled within two hours of generation or 'Draw Break', whichever occurs first.
- Please remember it is best practice to always cancel a ticket where a customer, for whatever reason has decided not to proceed with the sale.
- Do not offer that ticket for sale to another customer.

Where a ticket cannot be cancelled for whatever reason you must contact the Retail Helpdesk immediately where the incident can be recorded and an adjustment/credit can be initiated. In certain circumstances you may be asked to provide an image of the ticket to be adjusted for record purposes.



To cancel a ticket please follow on screen instructions.

**IMPORTANT** Any requests received over two hours after incident or after Draw Break has occurred cannot be accommodated.

## Good Causes Awards 2023

The National Lottery is delighted to announce Marty Whelan as Chairperson of this year's Good Causes Awards 2023 judging panel.

Local or national, large or small, the awards will honour the inspiring work of thousands of projects, clubs and individuals from all over Ireland who, with the help of National Lottery Good Causes funding, have had an extraordinary impact on their communities.

"This is my first year being a part of the National Lottery Good Causes Awards and I can't wait to get stuck in! I'm looking forward to reading through all of the submissions and learning all about the work that's going on behind the scenes in communities all over Ireland. Narrowing the applications down to the County finalists will be no easy task as I'm sure all the entries will be truly fantastic", said Marty.

This year's event will take place on Saturday, 21st October 2023 in Kilashee House Hotel, Naas, Co. Kildare.



Marty Whelan, Chair of the judging panel for this year's Good Causes Awards 2023, is pictured alongside Jennifer Crowe, CSR & Good Causes Relationship Manager for the National Lottery.



## Winner Awareness

### First Lotto jackpot scoop in Foynes!

A family run local store in Foynes in Co. Limerick sold the first winning Lotto jackpot ticket of 2023 worth an astonishing €11,106,438. Kelly's Costcutter store sold the winning Quick Pick ticket on Wednesday 4th January. Situated on Main Street in the heart of Foynes town, Kelly's Costcutter is operated by brother and sister duo, Eoin and Trisha who took over the business from their parents, Vincent and Breda in 2018. Speaking after hearing of the big win in their family store, co-owner, Trisha said; **"Honestly, we just cannot believe it! We heard the news that the winning ticket was sold in Limerick, but we didn't know it was in our store. With the excitement, we frantically checked our own tickets, but it wasn't us unfortunately. A couple of hours later, I received a call from the National Lottery to tell me that we've sold the winning ticket and hearing those words - it was the next best thing to winning the jackpot - it's incredible!"**

### Daily Million Delight in Dublin

Staff from a local Londis store in the Ballyfermot area in Dublin are pictured celebrating with Sarah Ruane of the National Lottery, as their store was revealed as the selling location for Sunday's (8th of January) Daily Million top prize ticket worth an amazing €1,000,000. It is the second big win for the store in just a couple of months, which sold a winning Christmas Countdown scratch card worth €100,000 on the 23rd of November last year. Sandra Carrick has been a Sales Assistant at the store since it opened in 2007. She revealed what this latest win means for everyone in the shop: **"I've been here in this store since day one. I'd know all the customers personally and really hope it's one of our regulars who've won and that the money is going back into our community here. The win has really given us a boost and lifted staff morale. We wish the winner the very best of luck and hope they spend it wisely!"**, she said.

### New millionaire in the Kingdom

Lynch's Country Store on Strand Street in the centre of Castlegregory village, Co. Kerry, sold the winning quick pick top prize ticket worth €1 Million in Wednesday's (11th January) Lotto Plus 1 draw. Store Owner Michael Lynch was ecstatic to receive the call from the National Lottery following the draw. **"Anytime that you see the National Lottery number popping up on your phone, you know it's going to be good news,"** laughed the Kerry retailer. **"We're hopeful that the winner is a regular customer as the village itself is very quiet this time of year with very little tourists or passing trade. The whole town will be out celebrating today and whoever the winner is, we wish them every bit of luck with this life-changing prize,"** he added.

### Capitain gains for Dublin Lotto Jackpot winner

Store owner Rhonda Brophy (second from the left) is pictured here celebrating with staff and Conor O'Donohoe of the National Lottery, at her Mace store in Kilbarrack as it was announced at the selling location for Saturday's (21st January) Lotto jackpot winning ticket worth an incredible €3,519,138. **"I'm absolutely ecstatic! I couldn't believe it when I got the call. I thought oh my goodness after all this time in business, we've actually got a winner. It's just unreal. We have to be one of the busiest lottery shops on the North side, so it's about time one of our customers won!"** said the Dublin retailer.



Kelly's Costcutter,  
Foynes, Co. Limerick



Londis,  
Ballyfermot, Co. Dublin



Lynch's Country Store,  
Castlegregory, Co. Kerry



Mace,  
Kilbarrack, Co. Dublin

## Winner Awareness

### EuroMillions Raffle scoop in Donegal

There was plenty of cheering and partying going on at the Burnfoot Service Station in Grianan Vale, Burnfoot, Co. Donegal, as the shop sold the winning Quick Pick ticket worth €1 Million in the EuroMillions Raffle draw on February 3rd. Store Owner Mary Tourish has been running the local family-owned store since 2007 and was in complete shock to get the call that her shop had sold the winning ticket: **"To think that one of our customers is walking around €1 million richer is just unreal! You start thinking about what an amount like that can do for people and I mean it really would change your life. We're the main shop in a very small village, I mean you couldn't be more local if you tried. Because we're so small you'd never really think that we'd sell one of the big winning tickets, you'd imagine it would be one of the larger shops that would, so it's just fantastic for us, it means everything."** she said.

### A million in Meath!

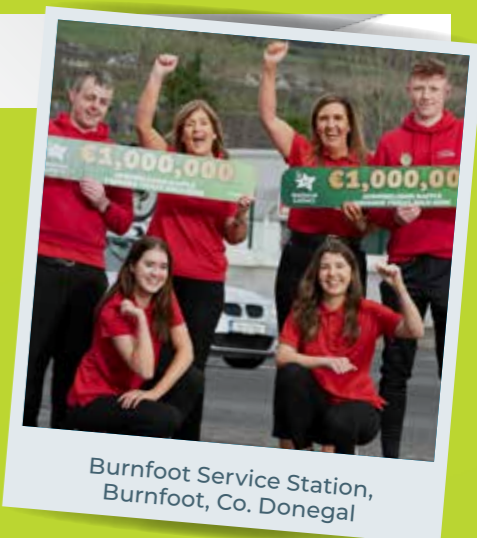
Owner Rodney Doyle (center) is pictured with staff after his shop was announced as the selling location for a winning EuroMillions raffle ticket worth €1 million. The ticket was purchased in Centra situated in the small village of Nobber, Co. Meath. **"I really hope it's someone local, that's savage money to be won locally. We don't normally get phone calls like this! I've been running the shop for 15 years and we're a busy hub in the community employing 21 people from the village. I'm looking forward to the flurry of customers checking their tickets over the next couple of days and the big question of course will be, who won it? We wish them the very best of luck and hope that Nobber has a new local millionaire!"**, said Mr Doyle.

### Another Royal Windfall!

Co. Meath celebrated another Lotto success once again after a small shop in Duleek village was revealed as the winning location of Saturday's 18th March €3,987,540 jackpot win. Bowe's EuroSpar in the centre of Duleek village sold the all-important winning Quick Pick ticket. Residents of Duleek village are no strangers to recent Lotto success following another €8.9 million jackpot win in October last year. Store owner, Shane Bowe, was overjoyed at the news of Duleek's latest Lotto jackpot win. He said: **"It is an incredible story. In such a short space of time, two Lotto jackpots have been won in such a small, one-street village such as Duleek. I am thrilled for the local community and my customers who have been incredibly supportive to me in my first year as owner of the store. When the previous Lotto jackpot was won down the street from us late last year, we may have been a little covetous of the celebrations and the big fuss that was made, but here we are six months later, and we'll be the ones popping the champagne to toast one of our customers becoming a multi-millionaire! It's great for this amazing village and we send our best wishes to our lucky customer, whoever it may be!"**

### Second Daily Million win in Dublin

Staff at the Applegreen service station in Ballybrack, Co. Dublin are pictured celebrating after their store was revealed as the selling location of the €500,000 top prize in Tuesday's 4th April 2PM Daily Million Plus draw.



Burnfoot Service Station,  
Burnfoot, Co. Donegal



Centra,  
Nobber, Co. Meath



Bowe's EuroSpar  
Duleek Village, Co. Meath



Applegreen,  
Ballybrack, Co. Dublin

# Scratch Card Profiles - May

15 Game LCU | Profile 4 | Customer View

20 Game LCU | Profile 1 | Customer View



Dispenser 4 x 2 | Profile 8 | Customer View

4 Game Facing Unit



Dispenser 6 x 2 | Profile 2 | Customer View



9 Game LCU | Profile 3 | Customer View

12 Game LCU | Profile 2 | Customer View



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 National Lottery Field Sales Representative.

## IMPORTANT!

These planograms represent the customer facing view.

Every planogram has a cassette loading number. Load each Scratch Card to the **correct numbered cassette** on your Lottery Counter Unit to ensure your customer's view matches your relevant planogram.

## REMEMBER!

Always activate a book of Scratch Cards before placing on sale.

National Lottery Games must not be sold to players under the age of 18.

**18+** Play Responsibly, Purchase Limits Apply

# Scratch Card & Consumables Stock Cards

Game				Week 1		Week 2		Week 3		Week 4		Week 5	
No.		Name	Book Size	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order	In Stock	Order
1	276	ALL CASH	200										
2	296	ALL CASH GOLD <i>New Look</i>	100										
3	278	ALL CASH TRIPLER	80										
4	294	ALL CASH PLATINUM	20										
5	280	ALL CASH SPECTACULAR	20										
6	281	ALL CASH EXTRAVAGANZA	10										
7	284	MONEY MULTIPLIER <i>New Look</i>	20										
8	285	MEGA MONEY MULTIPLIER	10										
9	303	BINGO 90	40										
10	292	LUCKY 7s	10										
11	306	CONGRATULATIONS <i>New Look</i>	40										
12	304	CASHWORD DOUBLER	50										
13	305	CASHWORD PLUS	20										
14	273	ALL CASH GIFT	10										
15	300	FIRE 4S ICE 5S	20										
16	293	BINGO MULTIPLIER	20										
17	302	DIAMOND BINGO DOUBLER	50										
18	313	LUCKY 7s <i>Available June</i>	10										
19	299	ALL CASH EXTRAVAGANZA <i>Available May</i>	10										
20	298	ALL CASH SPECTACULAR <i>Available June</i>	20										
21	312	ALL CASH GIFT <i>Available June</i>	10										
22	295	ALL CASH <i>Available July</i>	200										
23	297	ALL CASH TRIPLER <i>Available July</i>	80										

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	RESPONSIBLE PLAY LEAFLETS (BUNDLED IN 10S)										

## REMEMBER

All consumables orders placed on the Lottery terminal on any given day will be held on the system until the due date for your automated Scratch Card order. The consumable order will be consolidated with your Scratch Card order and delivered to you as one package. If no Scratch Cards are required for you on your due date the consumable order will be dispatched regardless.

## Contact Phone Numbers

Customer Support: 1800 22 44 55  
 Claims: 1800 66 62 22

Find out more at  
[www.lottery.ie](http://www.lottery.ie)



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 Lottery**