

Maine State Liquor and Lottery Commission
19 Union St. 3rd floor
Augusta, ME

Zoom Meeting using the following link:

<https://mainestate.zoom.us/j/9122252316?omn=82646836598>

Meeting ID:

912 225 2316

Tuesday, July 8, 2025, 10:00 a.m.

Agenda

Please note: Meeting materials will be available on Monday, July 7 on the Commission's webpage on the Bureau's website. The link to the materials is under [Additional Resources - Meeting Materials for July 8, 2025](#) (use this link to open the page).

- 1. Call the meeting to order**
- 2. Approve the minutes of June 10, 2025, meeting**
- 3. Liquor Operations**
 - a. Director's Report
 - b. New Business
 - c. Old Business
 - d. New Product Listings
 - e. Label Changes
 - f. Value Added Packs
 - g. Coupons/Rebates
 - h. Report from Pine State Spirits
 - i. Other business that may properly come before the Commission
 - j. Public Comments
- 4. Confirm and set next meeting dates**
 - a. Confirm August meeting – August 12, 2025
 - b. Set September 2025 tentative meeting date (September 9, 2025)
- 5. Lottery Operations**
 - a. Director's Report
 - b. New Business
 - i. Lottery Marketing, Advertising, and Public Relations Services RFP and Contract
 - c. Old Business
 - d. Approval of New Games
 - e. Report on Tri-State Activities
 - f. Report from Scientific Games International, Inc.
 - g. Report on Lottery Marketing Activities
 - h. Other business that may properly come before the Commission
 - i. Public Comments
- 6. Confirm next meeting dates**
 - a. Confirm August meeting – August 12, 2025
 - b. Set September 2025 tentative meeting date (September 9, 2025)
- 7. Adjournment**

**Maine Spirits Business Activity for
June 2025
Prepared by Pine State Spirits**

Sales Data 6/1/2025 - 6/30/2025		Monthly							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		20	21	1					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		117,167	119,244	2,077	1.77%	5,858	5,678	-3.07%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 20,279,185	\$ 20,772,412	\$ 493,227	2.43%	\$ 1,013,959	\$ 989,162	-2.45%	
Cost of Goods Sold		\$ 14,031,236	\$ 14,353,541	\$ 322,304	2.30%				
Depletion Allowances		\$ (1,334,674)	\$ (1,287,519)						
Total Cost of Good Sold		\$ 12,696,562	\$ 13,066,022	\$ 369,460	2.91%				
Sales Data 7/1/2024 - 6/30/2025		Year to Date							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		257	259	2					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		1,416,735	1,394,588	(22,147)	-1.56%	5,513	5,385	-2.32%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 243,764,994	\$ 243,013,916	\$ (751,078)	-0.31%	\$ 948,502	\$ 938,278	-1.08%	
Cost of Goods Sold		\$ 168,659,083	\$ 168,046,318	\$ (612,766)	-0.36%				
Depletion Allowances		\$ (14,389,233)	\$ (14,054,112)						
Total Cost of Good Sold		\$ 154,269,850	\$ 153,992,206	\$ (277,644)	-0.18%				
Other Revenue		Monthly Data				Year to Date Data			
				Variance				Variance	
		Prior Year	Current Year	Actual	%	Prior Year	Current Year	Actual	%
Premium Tax		\$ 256,061	\$ 260,876	\$ 4,815	1.88%	\$ 3,087,221	\$ 3,045,571	\$ (41,650)	-1.35%
Bailment		\$ 248,396	\$ 268,180	\$ 19,784	7.96%	\$ 3,070,924	\$ 3,153,607	\$ 82,682	2.69%
Depletion Allowances		\$ 1,334,674	\$ 1,287,519	\$ (47,155)	-3.53%	\$ 14,389,233	\$ 14,054,112	\$ (335,122)	-2.33%

SPIRITS FINANCIAL ACTIVITY - FY 2025 VS FY 2024

	Spirits Sales Budgets			Spirits Sales			Expenses			Operating Profits			Outstanding Receivables/ Adjustments		Transfers to Undedicated Revenue		
	FY25	FY24		FY25	FY24	% Variance vs Prior FY	FY25	FY24	% Variance vs Prior FY	FY25	FY24	% Variance vs Prior FY	FY25	FY24	FY25*	FY24*	% Variance vs Prior FY
July	\$ 25,124,692	\$ 23,839,331		\$ 27,724,122	\$ 25,124,692	10.35%	\$ 20,997,542	\$ 18,933,365	10.90%	\$ 6,726,580	\$ 6,191,327	8.65%	\$ 1,347,160	\$ 2,519,283	\$ 8,073,739	\$ 8,710,610	-7.31%
August	\$ 27,407,361	\$ 22,779,895		\$ 26,217,478	\$ 27,407,361	-4.34%	\$ 19,593,940	\$ 20,581,546	-4.80%	\$ 6,623,538	\$ 6,825,814	-2.96%	\$ (2,252,500)	\$ (2,680,780)	\$ 4,371,038	\$ 4,145,035	5.45%
September	\$ 21,788,181	\$ 19,549,404		\$ 21,572,706	\$ 21,788,181	-0.99%	\$ 15,280,441	\$ 15,363,844	-0.54%	\$ 6,292,265	\$ 6,424,337	-2.06%	\$ 3,032,287	\$ 518,802	\$ 9,324,552	\$ 6,943,139	34.30%
October	\$ 20,445,885	\$ 19,364,299		\$ 21,274,890	\$ 20,445,885	4.05%	\$ 15,727,005	\$ 14,973,382	5.03%	\$ 5,547,885	\$ 5,472,503	1.38%	\$ (300,398)	\$ 2,892,251	\$ 5,247,488	\$ 8,364,754	-37.27%
November	\$ 20,797,829	\$ 18,125,677		\$ 20,721,505	\$ 20,797,829	-0.37%	\$ 15,672,601	\$ 15,433,608	1.55%	\$ 5,048,905	\$ 5,364,221	-5.88%	\$ (266,642)	\$ (1,491,929)	\$ 4,782,262	\$ 3,872,292	23.50%
December	\$ 23,019,035	\$ 23,592,555		\$ 24,909,460	\$ 23,019,035	8.21%	\$ 18,816,999	\$ 17,355,154	8.42%	\$ 6,092,461	\$ 5,663,881	7.57%	\$ (36,568)	\$ (2,079,138)	\$ 6,055,893	\$ 3,584,743	68.94%
January	\$ 18,268,178	\$ 16,751,480		\$ 18,123,914	\$ 18,268,178	-0.79%	\$ 12,775,472	\$ 12,770,251	0.04%	\$ 5,348,443	\$ 5,497,927	-2.72%	\$ (218,738)	\$ 2,539,744	\$ 5,129,704	\$ 8,037,671	-36.18%
February	\$ 18,860,218	\$ 17,165,600		\$ 17,337,061	\$ 18,860,218	-8.08%	\$ 13,098,911	\$ 14,247,927	-8.06%	\$ 4,238,150	\$ 4,612,291	-8.11%	\$ 341,057	\$ (253,109)	\$ 4,579,206	\$ 4,359,183	5.05%
March	\$ 17,737,547	\$ 19,136,483		\$ 16,967,268	\$ 17,737,547	-4.34%	\$ 12,664,377	\$ 13,078,605	-3.17%	\$ 4,302,891	\$ 4,658,942	-7.64%	\$ 1,830,653	\$ 130,398	\$ 6,133,543	\$ 4,789,340	28.07%
April	\$ 19,192,171	\$ 17,303,554		\$ 17,836,783	\$ 19,192,171	-7.06%	\$ 13,135,711	\$ 14,147,815	-7.15%	\$ 4,701,071	\$ 5,044,356	-6.81%	\$ (1,002,299)	\$ 872,690	\$ 3,698,773	\$ 5,917,046	-37.49%
May	\$ 22,454,510	\$ 19,070,481		\$ 20,849,878	\$ 22,454,510	-7.15%	\$ 15,819,106	\$ 16,905,357	-6.43%	\$ 5,030,772	\$ 5,549,153	-9.34%	\$ (1,078,966)	\$ (1,792,430)	\$ 3,951,806	\$ 3,756,723	5.19%
June	\$ 23,940,103	\$ 21,183,833		\$ 21,909,664	\$ 21,452,269	2.13%	\$ 16,355,205	\$ 15,741,447	3.90%	\$ 5,554,459	\$ 5,710,822	-2.74%	\$ 814,792	\$ (1,044,600)	\$ 6,369,251	\$ 4,666,222	36.50%
Current FYTD	\$259,035,710	\$237,862,589		\$255,444,729	\$256,547,876	-0.43%	\$189,937,310	\$189,532,301	0.21%	\$65,507,419	\$67,015,575	-2.25%	\$ 2,209,837	\$ 131,183	\$67,717,257	\$67,146,758	0.85%

* The first \$7 million of profit each year is transferred to the General Fund with the remainder going to the Highway Fund

SPIRITS OPERATING PROFITS - BUDGET TO ACTUAL - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 6,802,618	\$ 6,726,580	\$ (76,038)	-1.12%		\$ 6,191,327	\$ 6,067,999	\$ 5,721,184	\$ 6,048,387
August	\$ 7,428,286	\$ 6,623,538	\$ (804,749)	-10.83%		\$ 6,825,814	\$ 6,693,952	\$ 6,389,136	\$ 6,060,451
September	\$ 5,886,107	\$ 6,292,265	\$ 406,158	6.90%		\$ 6,424,337	\$ 6,567,615	\$ 5,406,476	\$ 4,690,123
October	\$ 5,518,811	\$ 5,547,885	\$ 29,074	0.53%		\$ 5,472,503	\$ 5,354,796	\$ 4,880,468	\$ 4,960,470
November	\$ 5,614,755	\$ 5,048,905	\$ (565,850)	-10.08%		\$ 5,364,221	\$ 5,339,086	\$ 4,736,689	\$ 4,571,261
December	\$ 6,224,961	\$ 6,092,461	\$ (132,500)	-2.13%		\$ 5,663,881	\$ 5,907,314	\$ 5,685,526	\$ 5,478,292
January	\$ 4,921,104	\$ 5,348,443	\$ 427,338	8.68%		\$ 5,497,927	\$ 5,568,271	\$ 5,022,547	\$ 5,310,870
February	\$ 5,083,144	\$ 4,238,150	\$ (844,995)	-16.62%		\$ 4,612,291	\$ 4,510,531	\$ 4,330,259	\$ 3,975,319
March	\$ 4,774,473	\$ 4,302,891	\$ (471,582)	-9.88%		\$ 4,658,942	\$ 4,894,100	\$ 4,927,032	\$ 4,769,398
April	\$ 5,174,097	\$ 4,701,071	\$ (473,026)	-9.14%		\$ 5,044,356	\$ 4,558,763	\$ 4,794,707	\$ 5,101,498
May	\$ 6,070,436	\$ 5,030,772	\$ (1,039,663)	-17.13%		\$ 5,549,153	\$ 5,529,234	\$ 5,176,444	\$ 4,866,595
June	\$ 6,477,029	\$ 5,554,459	\$ (922,570)	-14.24%		\$ 5,710,822	\$ 6,185,931	\$ 5,990,848	\$ 5,950,215
Current FY YTD	\$ 69,975,821	\$ 65,507,419	\$ (4,468,401)	-6.39%		\$ 67,015,575	\$ 67,177,591	\$ 63,061,316	\$ 61,782,878
Budget	\$ 69,975,821								
		FY24	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 67,015,575	\$ (1,508,155)	-2.25%					
Projected	\$ 65,507,419								

SPIRITS PROFIT TRANSFERS - BUDGET TO ACTUAL - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 5,000,000	\$ 8,073,739	\$ 3,073,739	61.47%		\$ 8,710,610	\$ 5,606,743	\$ 4,704,158	\$ 4,183,060
August	\$ 6,000,000	\$ 4,371,038	\$ (1,628,962)	-27.15%		\$ 4,145,035	\$ 7,385,895	\$ 7,356,027	\$ 7,102,434
September	\$ 5,500,000	\$ 9,324,552	\$ 3,824,552	69.54%		\$ 6,943,139	\$ 6,230,689	\$ 4,961,833	\$ 4,795,086
October	\$ 5,500,000	\$ 5,247,488	\$ (252,512)	-4.59%		\$ 8,364,754	\$ 8,482,477	\$ 5,452,318	\$ 4,833,933
November	\$ 5,500,000	\$ 4,782,262	\$ (717,738)	-13.05%		\$ 3,872,292	\$ 3,969,443	\$ 6,417,132	\$ 7,077,873
December	\$ 5,500,000	\$ 6,055,893	\$ 555,893	10.11%		\$ 3,584,743	\$ 3,837,013	\$ 3,086,738	\$ 1,893,254
January	\$ 5,500,000	\$ 5,129,704	\$ (370,296)	-6.73%		\$ 8,037,671	\$ 8,039,596	\$ 7,169,313	\$ 6,995,925
February	\$ 5,500,000	\$ 4,579,206	\$ (920,794)	-16.74%		\$ 4,359,183	\$ 5,146,656	\$ 5,115,925	\$ 3,374,817
March	\$ 5,500,000	\$ 6,133,543	\$ 633,543	11.52%		\$ 4,789,340	\$ 3,707,910	\$ 3,635,081	\$ 5,874,603
April	\$ 5,500,000	\$ 3,698,773	\$ (1,801,227)	-32.75%		\$ 5,917,046	\$ 4,087,320	\$ 4,110,132	\$ 3,679,997
May	\$ 5,500,000	\$ 3,951,806	\$ (1,548,194)	-28.15%		\$ 3,756,723	\$ 5,964,292	\$ 5,873,898	\$ 3,391,606
June	\$ 5,500,000	\$ 6,369,251	\$ 869,251	15.80%		\$ 4,666,222	\$ 4,222,768	\$ 4,205,352	\$ 7,516,843
Current FY YTD	\$ 66,000,000	\$ 67,717,257	\$ 1,717,257	2.60%		\$ 67,146,758	\$ 66,680,803	\$ 62,087,907	\$ 60,719,430
Budget	\$ 66,000,000								
		FY24	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 67,146,758	\$ 570,499	0.85%					
Projected	\$ 67,717,257								

State of Maine Department of Administrative and Financial Services (DAFS)
Bureau of Alcoholic Beverages and Lottery Operations (BABLO)

July 7, 2025

Liquor Operations Monthly and Annual Net Receipts Budget and Actual Performance Comparison
State Fiscal Year 2025, as of June 2025

	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	January 2025	February 2025	March 2025	April 2025	May 2025	June 2025	Total
Budget Projection													
Gross Sales	25,124,692	27,407,361	21,788,181	20,445,885	20,797,829	23,019,035	18,268,178	18,860,218	17,737,547	19,192,171	22,454,510	23,940,103	259,035,710
Cost of Goods Sold	(16,017,000)	(17,472,000)	(13,890,000)	(13,034,000)	(13,259,000)	(14,675,000)	(11,646,000)	(12,023,000)	(11,308,000)	(12,235,000)	(14,315,000)	(15,262,000)	(165,136,000)
Warehousing & Distribution	(1,338,074)	(1,451,074)	(1,173,074)	(1,106,074)	(1,123,074)	(1,233,074)	(998,074)	(1,028,074)	(972,074)	(1,044,074)	(1,205,074)	(1,279,074)	(13,950,889)
Trade Marketing	(565,000)	(617,000)	(490,000)	(460,000)	(468,000)	(518,000)	(411,000)	(424,000)	(399,000)	(432,000)	(505,000)	(539,000)	(5,828,000)
Gross Profit	7,204,618	7,867,286	6,235,107	5,845,811	5,947,755	6,592,961	5,213,104	5,385,144	5,058,473	5,481,097	6,429,436	6,860,029	74,120,821
BABLO Operating Costs	(402,000)	(439,000)	(349,000)	(327,000)	(333,000)	(368,000)	(292,000)	(302,000)	(284,000)	(307,000)	(359,000)	(383,000)	(4,145,000)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	6,802,618	7,428,286	5,886,107	5,518,811	5,614,755	6,224,961	4,921,104	5,083,144	4,774,473	5,174,097	6,070,436	6,477,029	69,975,821
Actual Performance													
Gross Sales	27,724,122	26,217,478	21,572,706	21,274,890	20,721,505	24,909,460	18,123,914	17,337,061	16,967,268	17,836,783	20,849,878	21,909,664	255,444,729
Cost of Goods Sold	(18,939,800)	(17,460,314)	(13,630,482)	(13,822,537)	(13,857,381)	(16,837,546)	(11,101,021)	(11,534,257)	(11,047,166)	(11,503,027)	(13,959,252)	(14,353,541)	(168,046,323)
Warehousing & Distribution	(1,339,657)	(1,229,570)	(999,408)	(1,029,586)	(1,007,915)	(1,830,540)	(1,267,909)	(1,291,000)	(1,246,145)	(1,313,044)	(1,551,740)	(1,593,479)	(15,699,993)
Trade Marketing	(596,515)	(546,601)	(442,938)	(457,687)	(447,389)	-	-	-	-	-	-	-	(2,491,130)
Gross Profit	6,848,149	6,980,993	6,499,879	5,965,080	5,408,820	6,241,374	5,754,984	4,511,804	4,673,957	5,020,712	5,338,886	5,962,644	69,207,283
BABLO Operating Costs	(121,570)	(357,455)	(207,614)	(417,195)	(359,916)	(148,914)	(406,542)	(273,654)	(371,066)	(319,640)	(308,113)	(408,185)	(3,699,864)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	6,726,580	6,623,538	6,292,265	5,547,885	5,048,905	6,092,461	5,348,443	4,238,150	4,302,891	4,701,071	5,030,772	5,554,459	65,507,419
Variance													
Gross Sales	2,599,430	(1,189,882)	(215,475)	829,005	(76,324)	1,890,425	(144,264)	(1,523,158)	(770,278)	(1,355,388)	(1,604,632)	(2,030,439)	(3,590,980)
Cost of Goods Sold	(2,922,800)	11,686	259,518	(788,537)	(598,381)	(2,162,546)	544,979	488,743	260,834	731,973	355,748	908,459	(2,910,323)
Warehousing & Distribution	(1,583)	221,504	173,666	76,488	115,159	(597,466)	(269,835)	(262,926)	(274,071)	(268,970)	(346,666)	(314,405)	(1,749,104)
Trade Marketing	(31,515)	70,399	47,063	2,313	20,611	-	-	-	-	-	-	-	108,870
Gross Profit	(356,468)	(886,293)	264,772	119,269	(538,935)	(869,586)	130,880	(1,297,341)	(783,516)	(892,385)	(1,595,550)	(1,436,385)	(8,141,538)
BABLO Operating Costs	280,430	81,545	141,386	(90,195)	(26,916)	219,086	(114,542)	28,346	(87,066)	(12,640)	50,887	(25,185)	445,136
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	(76,038)	(804,749)	406,158	29,074	(565,850)	(650,500)	16,338	(1,268,995)	(870,582)	(905,026)	(1,544,663)	(1,461,570)	(7,696,401)
Transfer to Undedicated revenue													
Operating Profit	6,726,580	6,623,538	6,292,265	5,547,885	5,048,905	6,092,461	5,348,443	4,238,150	4,302,891	4,701,071	5,030,772	5,554,459	65,507,419
Outstanding Receivables	1,347,160	(2,252,500)	3,032,287	(300,398)	(266,642)	(36,568)	(218,738)	341,057	1,830,653	(1,002,299)	(1,078,966)	814,792	2,209,837
Other Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-
Transfer to Undedicated revenue	8,073,739	4,371,038	9,324,552	5,247,488	4,782,262	6,055,893	5,129,704	4,579,206	6,133,543	3,698,773	3,951,806	6,369,251	67,717,257
Performance Indicators													
<u>Actual/Budget Indicators</u>													
Sales	110.3%	95.7%	99.0%	104.1%	99.6%	108.2%	99.2%	91.9%	95.7%	92.9%	92.9%	91.5%	98.6%
COGS	118.2%	99.9%	98.1%	106.0%	104.5%	114.7%	95.3%	95.9%	97.7%	94.0%	97.5%	94.0%	101.8%
Operating Profit	98.9%	89.2%	106.9%	100.5%	89.9%	97.9%	108.7%	83.4%	90.1%	90.9%	82.9%	85.8%	93.6%
<u>Actual Performance Indicators</u>													
COGS/Sales	68.3%	66.6%	63.2%	65.0%	66.9%	67.6%	61.3%	66.5%	65.1%	64.5%	67.0%	65.5%	65.8%
Operating Profit/Sales	24.3%	25.3%	29.2%	26.1%	24.4%	24.5%	29.5%	24.4%	25.4%	26.4%	24.1%	25.4%	25.6%

Maine County Case Analysis through June 2025

Sales Region	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year	Cases Last 6 Months	Cases Last 6 Months Prior Year	% Change	Case Diff vs. Prior Year	Cases Last 9 Months	Cases Last 9 Month Prior Year	% Change	Case Diff vs. Prior Year
State of Maine	333,335	348,072	-4.23%	-14,737	619,821	650,744	-4.75%	-30,924	980,358	1,003,171	-2.27%	-22,813
ANDROSCOGGIN	27,618	29,403	-6.07%	-1,785	53,945	57,441	-6.09%	-3,496	83,524	87,919	-5.00%	-4,395
AROOSTOOK	12,215	13,532	-9.73%	-1,317	24,007	26,026	-7.76%	-2,019	38,114	40,489	-5.87%	-2,375
CUMBERLAND	96,703	96,032	0.70%	671	173,626	174,871	-0.71%	-1,245	272,585	267,684	1.83%	4,902
FRANKLIN	7,586	8,718	-12.98%	-1,132	16,857	18,317	-7.97%	-1,459	25,945	27,030	-4.01%	-1,085
HANCOCK	17,012	17,544	-3.03%	-531	28,240	30,061	-6.06%	-1,822	44,133	45,923	-3.90%	-1,790
KENNEBEC	29,114	31,418	-7.33%	-2,303	55,909	60,517	-7.62%	-4,608	89,905	93,667	-4.02%	-3,762
KNOX	8,518	8,917	-4.48%	-399	15,903	16,970	-6.28%	-1,066	25,677	26,553	-3.30%	-877
LINCOLN	8,540	9,109	-6.25%	-570	15,664	16,514	-5.15%	-850	24,379	25,661	-5.00%	-1,282
OXFORD	9,862	10,454	-5.67%	-593	19,193	20,310	-5.50%	-1,118	30,900	31,777	-2.76%	-877
PENOBSCOT	38,073	39,918	-4.62%	-1,845	72,173	75,945	-4.97%	-3,772	116,480	119,157	-2.25%	-2,677
PISCATAQUIS	3,511	3,870	-9.28%	-359	6,610	7,221	-8.45%	-610	10,486	11,300	-7.20%	-814
SAGadahoc	7,677	8,176	-6.11%	-500	14,741	15,632	-5.70%	-891	24,061	24,798	-2.97%	-737
SOMERSET	10,912	11,230	-2.83%	-318	20,774	21,618	-3.91%	-845	32,597	32,956	-1.09%	-359
WALDO	6,673	6,810	-2.01%	-137	12,391	12,791	-3.12%	-400	19,789	19,925	-0.68%	-136
WASHINGTON	7,128	7,601	-6.22%	-473	13,137	14,402	-8.79%	-1,265	21,370	22,426	-4.71%	-1,056
YORK	42,192	45,338	-6.94%	-3,146	76,652	82,107	-6.64%	-5,455	120,413	125,907	-4.36%	-5,493
Months Included:	Jun 25, May 25, Apr 25	Jun 24, May 24, Apr 24			Jun 25, May 25, Apr 25, Mar 25, Feb 25, Jan 25	Jun 24, May 24, Apr 24, Mar 24, Feb 24, Jan 24			Jun 25, May 25, Apr 25, Mar 25, Feb 25, Jan 25, Dec 24, Nov 24, Oct 24	Jun 24, May 24, Apr 24, Mar 24, Feb 24, Jan 24, Dec 23, Nov 23, Oct 23		

Jan. 2023 + 1 day vs Jan. 2022, August 2022 +1 day vs August 2021, July 2022 -1 day vs July 2021, May 2022 +1 day vs May 2021

*Cases are 9Lt Equivalent

*Excludes Bailments, Depletions, and In-State Distillers

Rank	Acct #	Customer	License #	Location	County	Jun-25	May-25	Apr-25	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff
1	939694	HILLTOP SUPERETTE	AGN-21-105721	PORTLAND ,ME	CUMBERLAND	323.49	387.40	374.47	1,085.36	878.93	23.49%	206.43
2	926220	DIPIETRO'S MARKET-S PORTL	AGN-94-100402	S PORTLAND ,ME	CUMBERLAND	764.09	674.15	649.11	2,087.35	1,897.52	10.00%	189.82
3	932624	GLOBAL BEVERAGE WAREHOUSE	AGN-09-101455	ELLSWORTH ,ME	HANCOCK	1,175.47	996.90	598.33	2,770.71	2,643.24	4.82%	127.47
4	932772	WALMART #2013 WATERVILLE	AGN-09-101494	WATERVILLE ,ME	KENNEBEC	295.04	310.81	394.70	1,000.55	888.89	12.56%	111.65
5	926139	FRESHIES - SOMESVILLE	AGN-97-100506	MOUNT DESERT ,ME	HANCOCK	112.87	136.23	65.68	314.78	216.21	45.59%	98.58
6	936393	LIL' GENERAL	AGN-16-103718	SANFORD ,ME	YORK	140.96	136.30	135.90	413.16	324.51	27.32%	88.64
7	941500	WALMART #2047 PALMYRA	AGN-23-106357	PALMYRA ,ME	SOMERSET	165.94	165.86	199.32	531.12	446.74	18.89%	84.38
8	938589	FRESHIES - PI	AGN-19-104014	PRESQUE ISLE ,ME	AROOSTOOK	225.86	218.68	186.38	630.92	548.40	15.05%	82.53
9	936708	WALMART #2183 OXFORD	AGN-17-102519	OXFORD ,ME	OXFORD	233.40	205.40	209.62	648.42	574.71	12.83%	73.72
10	928044	SHAW'S #4556 BANGOR	AGN-99-100611	BANGOR ,ME	PENOBSCOT	417.73	337.20	261.92	1,016.85	946.32	7.45%	70.53
11	935593	BAR HARBOR SPIRIT CO. LLC	AGN-15-103935	BAR HARBOR ,ME	HANCOCK	1,182.35	906.68	374.35	2,463.37	2,393.97	2.90%	69.40
12	935999	C FARMS #5606 WINSLOW	AGN-15-102394	WINSLOW ,ME	KENNEBEC	164.79	152.22	175.97	492.98	425.62	15.83%	67.36
13	928242	SHAW'S #4543 PORT WESTGAT	AGN-01-100726	PORTLAND ,ME	CUMBERLAND	276.49	243.25	201.61	721.35	654.97	10.13%	66.38
14	932210	OQUOSSOC GROCERY	AGN-09-101358	OQUOSSOC ,ME	FRANKLIN	190.40	139.41	93.27	423.08	358.32	18.07%	64.76
15	940981	CIRCLE K #4707103 ROCKPOR	AGN-23-106851	ROCKPORT ,ME	KNOX	84.66	84.27	56.99	225.92	161.55	39.84%	64.36
16	927319	HANNAFORD #8229 WATER ELM	AGN-92-100331	WATERVILLE ,ME	KENNEBEC	382.17	395.36	308.71	1,086.24	1,028.72	5.59%	57.51
17	928127	SAM'S CLUB #6333 BANGOR	AGN-01-100721	BANGOR ,ME	PENOBSCOT	445.25	433.18	546.48	1,424.90	1,367.85	4.17%	57.05
18	929950	JOHN'S SHURFINE FOOD	AGN-04-100936	FORT KENT ,ME	AROOSTOOK	125.80	124.37	111.71	361.88	307.56	17.66%	54.32
19	932152	BIG APPLE #1043 WINDHAM	AGN-08-101294	WINDHAM ,ME	CUMBERLAND	198.67	133.57	197.69	529.94	476.35	11.25%	53.58
20	935429	WALMART #1954 SANFORD	AGN-14-103434	SANFORD ,ME	YORK	358.43	279.31	252.97	890.71	840.91	5.92%	49.80
21	940718	MARITIME FARMS #190678SEA	AGN-22-106840	SEARSPORT ,ME	WALDO	82.87	58.45	61.34	202.67	153.47	32.06%	49.20
22	939710	BELFAST VARIETY	AGN-21-104846	BELFAST ,ME	WALDO	142.45	158.51	201.01	501.96	452.79	10.86%	49.18
23	940338	FOUR CORNER VARIETY	AGN-22-107934	UNION ,ME	KNOX	149.83	167.62	96.01	413.46	365.74	13.05%	47.73
24	940551	RUSTY LANTERN MARKET#1051	AGN-22-106335	TURNER ,ME	ANDROSCOGGIN	67.27	85.70	106.88	259.85	213.53	21.69%	46.32
25	927368	HANNAFORD #8128 MACHIAS	AGN-92-104445	MACHIAS ,ME	WASHINGTON	401.12	288.77	233.58	923.48	877.37	5.26%	46.11
				TOTAL		8,107.38	7,219.60	6,094.01	21,421.00	19,444.20	10.17%	1,976.80

Sales Region				Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year
State of Maine				333,343	348,072	-4.23%	-14,729

Top 25 Agents % of 3 month Business

6.43%

5.59%

LUXURY SPIRITS

MAINE LUXURY SPIRITS 3 MONTH TREND

3 Month Trend	April cases	May Cases	June Cases	Total 3 Months	% Change Prior Year	April \$	May \$	June \$	Total 3 Months	% Change Prior Year	April Profit \$	May Profit \$	June Profit \$	Total 3 Months	% Change Prior Year
FY25	2,853	4,219	4,437	11,509	-2.67%	\$1,078,987	\$1,475,862	\$1,549,495	\$4,104,344	-4.16%	\$304,293	\$409,282	\$434,436	\$1,148,011	-5.52%
FY24	3,183	4,422	4,221	11,825		\$1,185,978	\$1,567,472	\$1,528,837	\$4,282,287		\$329,399	\$444,880	\$440,817	\$1,215,095	
Variance	-330	-203	216	(316)		-\$106,991	-\$91,610	\$20,658	(\$177,943)		-\$25,106	-\$35,598	-\$6,381	-\$67,084	

New Items for Commission Approval
July 8, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	UPC	Approved
HAMPSHIRE LLC	CONSTELLATION BRANDS	16601	HIGH WEST BOTTLE IN BOND SBW	750	6	\$270.34	\$79.99	BOURBON	86003267886	
HAMPSHIRE LLC	EDRINGTON AMERICAS	22327	WYOMING WHISKEY BUFFALO BILL CODY SBW	750	6	\$270.30	\$79.99	BOURBON	812066025909	
HAMPSHIRE LLC	EDRINGTON AMERICAS	22339	WYOMING WHISKEY NATIONAL PARKS ACADIA	750	6	\$270.30	\$79.99	BOURBON	812066025947	
HAMPSHIRE LLC	LUXCO, INC.	24942	PENELOPE 9 YR TOKAJI CSK FIN STRT RYE	750	6	\$270.30	\$79.99	WHISKEY	850039143200	
HAMPSHIRE LLC	LUXCO, INC.	62887	PENELOPE COCKTAILS WALNUT OLD FASHIONED	750	6	\$92.64	\$29.99	COCKTAILS	88352142579	
HAMPSHIRE LLC	LUXCO, INC.	80561	REBEL BUTTER PECAN CREAM LIQ MADE W/KSBW	750	6	\$67.54	\$19.99	CORDIALS	88352142791	
HAMPSHIRE LLC	PALM BAY INTERNATIONAL	69598	BOTTEGA GIANDUIA CREMA CIOCCOLATO 700ML	700	6	\$81.08	\$23.99	CORDIALS	86785260983	
HAMPSHIRE LLC	PALM BAY INTERNATIONAL	66582	CIPRIANI 7 PARTI AMARO 700ML	700	6	\$124.87	\$36.99	CORDIALS	86785118178	
HAMPSHIRE LLC	PALM BAY INTERNATIONAL	65507	DRUMSHANBO GUNPOWDER SARDINIAN CITRUS	750	6	\$131.16	\$39.99	GIN	86785091105	
HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	76089	CLEMENT BANA CANNE BANANE LIQUEUR 700ML	700	6	\$152.15	\$44.99	CORDIALS	182972001060	
HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	26185	HOOTEN YOUNG 12 YR AGED AMERICAN WHISKEY	750	6	\$253.46	\$74.99	WHISKEY	86002533100	
HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	44011	WORTHY PARK EST OVERPROOF JAMAICA RUM	750	6	\$124.30	\$37.99	RUM	894108002598	
RUBY WINES NH	RUBY WINES NH	28740	NORDES ATLANTIC GALICIAN GIN 700ML	700	6	\$160.92	\$48.99	GIN	22851300030	
SOUTHERN GLAZERS LLC	BEAM SUNTORY	16541	TOKI SUNTORY BLACK SMOKY RICH JAPAN WHK	750	6	\$145.04	\$42.99	WHISKEY	80686010814	
SOUTHERN GLAZERS LLC	CAMPARI AMERICA	64637	CAMPARI BITTERS	1000	6	\$135.05	\$39.99	CORDIALS	721059041003	
SOUTHERN GLAZERS LLC	FOLEY FAMILY WINE & SPIRITS	17259	CHARLES GOODNIGHT TEXAS SBW	750	6	\$286.00	\$84.99	BOURBON	865745000018	

New Items for Commission Approval
July 8, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	UPC	Approved
SOUTHERN GLAZERS LLC	FOLEY FAMILY WINE & SPIRITS	84789	EL MEXICANO BLANCO TEQUILA	750	6	\$149.00	\$44.99	TEQUILA	7503007603111	
SOUTHERN GLAZERS LLC	FOLEY FAMILY WINE & SPIRITS	84791	EL MEXICANO TEQUILA REPOSADO	750	6	\$165.00	\$49.99	TEQUILA	7503007603128	
SOUTHERN GLAZERS LLC	FOLEY FAMILY WINE & SPIRITS	37819	HIGH GROUND ESTATE VODKA	750	12	\$200.00	\$29.99	VODKA	810155750015	
SOUTHERN GLAZERS LLC	FOLEY FAMILY WINE & SPIRITS	28568	LIGHTHOUSE NEW ZEALAND GIN	750	6	\$180.00	\$54.99	GIN	9421901811105	
SOUTHERN GLAZERS LLC	HEAVEN HILL BRANDS	89964	TEQUILA OCHO ANEJO EXTRA EL VEGEL	750	6	\$749.33	\$224.99	TEQUILA	898627001155	
SOUTHERN GLAZERS LLC	HEAVEN HILL BRANDS	84679	TEQUILA OCHO REPOSADO SGL BRL CSK STR	750	6	\$282.49	\$84.99	TEQUILA	828087000481	
SOUTHERN GLAZERS LLC	MHW, LTD	15325	WHISTLEPIG 30 YR SINGLE MALT WHISKEY	750	1	\$2,824.50	\$4,999.99	WHISKEY	810080551831	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	21243	1792 FULL PROOF SBW TRAY PACK	750	6	\$165.05	\$48.99	BOURBON	80660001159	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76373	99 PICKLES LIQUEUR PET	50	120	\$54.65	\$1.49	CORDIALS	88004051709	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76302	FIREBALL BLAZIN' APPLE 10P WHISKEY PET	50	12	\$100.95	\$14.99	WHISKEY	880040069162	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76303	FIREBALL BLAZIN' APPLE WHISKEY	750	12	\$114.14	\$16.99	WHISKEY	88004069148	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	75972	FIREBALL BLAZIN' APPLE WHISKEY	1000	12	\$140.89	\$20.99	WHISKEY	88004074562	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76304	FIREBALL BLAZIN' APPLE WHISKEY PET	750	12	\$114.14	\$16.99	WHISKEY	88004069131	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76301	FIREBALL BLAZIN' APPLE WHISKEY PET	50	120	\$55.30	\$1.49	WHISKEY	88004069155	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	75971	FIREBALL BLAZIN' APPLE WHISKEY PET	200	48	\$98.69	\$4.99	WHISKEY	88004074579	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	48284	GRAN GALA VS COGNAC	750	12	\$158.67	\$23.99	COGNAC	88004030070	

New Items for Commission Approval
July 8, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	UPC	Approved
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	16549	MEMBER'S MARK KSBW BOTTLED IN BOND	750	12	\$133.91	\$19.99	BOURBON	193968451271	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	17620	MEMBER'S MARK SGL BRL KSBW LIMIT EDT	750	12	\$137.23	\$20.99	BOURBON	193968451264	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	24968	SAZERAC RYE WHISKEY 100 PROOF	1000	6	\$134.47	\$39.99	WHISKEY	88004072605	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	36574	SVEDKA BLUE RASPBERRY FLV VODKA	50	120	\$55.21	\$1.49	VODKA	617768201053	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	34839	SVEDKA CITRON FLV VODKA	750	12	\$67.99	\$11.99	VODKA	88004071837	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	34823	SVEDKA CLEMENTINE FLV VODKA	750	12	\$67.99	\$11.99	VODKA	88004071936	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	33567	SVEDKA PEACH FLV VODKA	750	12	\$67.99	\$11.99	VODKA	88004071981	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	34812	SVEDKA RASPBERRY FLV VODKA	750	12	\$67.99	\$11.99	VODKA	88004072117	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	33372	SVEDKA STRAWBERRY VODKA W/NAT FLV	750	12	\$67.99	\$11.99	VODKA	88004072162	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	34815	SVEDKA VANILLA FLV VODKA	750	12	\$67.99	\$11.99	VODKA	88004072056	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	88610	WAHAKA JOVEN ESPADIN MEZCAL	750	6	\$99.33	\$29.99	TEQUILA	7503016186018	
SOUTHERN GLAZERS LLC	TERLATO WINES INT.	72699	BLACKLAND TEXAS PECAN BROWN SUGAR BBN WK	750	6	\$151.00	\$44.99	BOURBON	850000751194	
SOUTHERN GLAZERS LLC	TERLATO WINES INT.	76017	BLACKLAND TEXPRESSO WHK W/CFFE/SGR/PECAN	750	6	\$151.00	\$44.99	WHISKEY	850000751392	
SOUTHERN GLAZERS LLC	TERLATO WINES INT.	42556	FORRES PARK RUM	750	12	\$149.50	\$22.99	RUM	75496707504	
SOUTHERN GLAZERS LLC	TERLATO WINES INT.	66077	NONINO QUINTESSENTIA AMARO LIQUEUR	750	6	\$338.00	\$99.99	CORDIALS	86891090221	
SOUTHERN GLAZERS LLC	TERLATO WINES INT.	88441	RIAZUL EXTRA ANEJO TEQUILA	750	6	\$299.00	\$89.99	TEQUILA	7503011365357	

New Items for Commission Approval
July 8, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	UPC	Approved
SOUTHERN GLAZERS LLC	MOET HENNESSY USA	2083	BELVEDERE PURE VODKA IN GIFT BOX	750	6	\$101.55	\$29.99	VODKA	81753830830	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	84603	ARETTE ARTESANAL SUAVE BLANCO TEQUILA	375	12	\$184.95	\$29.99	TEQUILA	704228202108	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	84602	ARETTE ARTESANAL SUAVE REPOSADO TEQUILA	375	12	\$215.88	\$34.99	TEQUILA	704228202122	
UNBROKERED	SWEETGRASS FARM	30647	INTERVALE GIN	375	12	\$166.80	\$23.49	GIN	689466944457	
Total New Items - 52										

Label Changes for Commission Approval
July 8, 2025

Broker	Supplier	Code	Description	Size	Retail	Change	Approved
SOUTHERN GLAZERS LLC	MOET HENNESSY USA	48106	HENNESSY VS	750ML	\$40.99	LABEL AND CODE CHANGE	
SOUTHERN GLAZERS LLC	MOET HENNESSY USA	48107	HENNESSY VS	1L	\$54.99	LABEL AND CODE CHANGE	
Total Label Changes - 2							

VAP and/or Seasonal Listings for Commission Approval
July 8, 2025

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
RNDC NEW HAMPSHIRE LLC	DISARONNO INTERNATIONAL	64136	DISARONNO AMARETTO 500 YR LABEL	750	12	\$220.10	\$32.99	CORDIALS	
Total VAP/Seasonal Items - 1									

Coupons/Rebates for Commission Approval

July 8, 2025

Product	Size	Offer	Effective	Expiration	Approved
ASTRAL COCKTAIL, BULLEIT COCKTAILS, CROWN ROYAL WHISKY SOUR, KETEL ONE COCKTAILS OR TANQUERAY COCKTAILS	375ML OR LARGER	\$2 DIGITAL	7/1/2025	9/30/2025	
BAILEYS IRISH CREAM - ORIGINAL OR FLAVOR	750ML	\$5 IRC	7/1/2025	8/31/2025	
BULLEIT FRONTIER WHISKEY - ANY VARIANT	750ML OR LARGER	\$2 DIGITAL	7/1/2025	9/30/2025	
CAPTAIN MORGAN OR SMIRNOFF VODKA - ANY VARIANT	1.75L	\$5 IRC	7/1/2025	8/31/2025	
CASAMIGOS - ANY VARIANT	750ML OR LARGER	\$3 DIGITAL	7/1/2025	9/30/2025	
CROWN ROYAL - ANY VARIANT	750ML	\$3 IRC	7/1/2025	8/31/2025	
DON JULIO OR CASAMIGOS TEQUILA - ANY VARIANT	750ML	\$7 IRC	7/1/2025	8/31/2025	
DON JULIO TEQUILA - BLANCO, REPOSADO OR ANEJO	750ML OR LARGER	\$3 IRC	7/1/2025	9/30/2025	
HERRADURA TEQUILA - ANY VARIANT	750ML OR LARGER	\$5 DIGITAL	9/4/2025	10/31/2025	
JACK DANIELS - TENNESSEE WHISKEY, TENNESSEE APPLE, TENNESSEE HONEY, TENNESSEE BLACKBERRY OR TENNESSEE FIRE	750ML OR LARGER	\$5 DIGITAL OR MIR	8/28/2025	9/30/2025	
JACK DANIELS - TENNESSEE WHISKEY, TENNESSEE APPLE, TENNESSEE HONEY, TENNESSEE BLACKBERRY OR TENNESSEE FIRE	750ML OR LARGER	\$3 IRC	8/28/2025	9/30/2025	
JACK DANIELS - TENNESSEE WHISKEY, TENNESSEE APPLE, TENNESSEE HONEY, TENNESSEE BLACKBERRY OR TENNESSEE FIRE	750ML OR LARGER	\$3 DIGITAL	8/28/2025	9/30/2025	
JOHNNIE WALKER BLACK LABEL OR RED LABEL	750ML	\$5 IRC	7/1/2025	8/31/2025	
KETEL ONE - ORIGINAL OR ANY FLAVOR (750ML OR 1.75L) ; KETEL ONE BOTANICAL - CUCUMBER AND MINT, GRAPEFRUIT AND ROSE, OR PEACH AND ORANGE (750ML ONLY)	750ML OR 1.75L	\$3-\$5 IRC	7/1/2025	8/31/2025	
OLD FORESTER - 86 OR 100 PROOF	750ML	\$2 IRC	9/1/2025	9/30/2025	

Coupons/Rebates for Commission Approval

July 8, 2025

Product	Size	Offer	Effective	Expiration	Approved
OLD FORESTER - 86 OR 100 PROOF	750ML	\$3 DIGITAL OR MIR	9/1/2025	9/30/2025	
WOODFORD RESERVE BOURBON WHISKEY	750ML OR LARGER	\$2 IRC	9/1/2025	9/30/2025	
WOODFORD RESERVE BOURBON WHISKEY	750ML	\$3 DIGITAL OR MIR	9/1/2025	9/30/2025	
Total Coupons/Rebates - 18					

LOTTERY PROFIT TRANSFER TO GENERAL FUND - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget FY25	Actual FY25	Variance Dollars	Variance %		Actual FY24	Actual FY23	Actual FY22	Actual FY21
July	\$ 5,769,230	\$ 5,692,839	\$ (76,391)	-1.32%		\$ 9,806,382	\$ 9,717,486	\$ 6,947,748	\$ 5,271,349
August	\$ 7,211,538	\$ 7,102,466	\$ (109,072)	-1.51%		\$ 5,183,984	\$ 4,164,540	\$ 5,512,697	\$ 6,929,644
September	\$ 5,769,230	\$ 5,728,269	\$ (40,961)	-0.71%		\$ 6,731,498	\$ 3,493,085	\$ 4,726,583	\$ 4,822,725
October	\$ 5,769,230	\$ 5,799,518	\$ 30,288	0.52%		\$ 1,967,191	\$ 6,675,164	\$ 7,001,996	\$ 5,891,358
November	\$ 7,211,538	\$ 6,447,169	\$ (764,369)	-10.60%		\$ 5,635,499	\$ 7,184,011	\$ 4,207,005	\$ 4,884,356
December	\$ 5,769,230	\$ 7,648,330	\$ 1,879,100	32.57%		\$ 10,519,423	\$ 7,138,319	\$ 7,560,351	\$ 6,588,148
January	\$ 5,769,230	\$ 5,315,713	\$ (453,517)	-7.86%		\$ 13,908,262	\$ 6,858,726	\$ 5,233,306	\$ 10,216,388
February	\$ 5,769,230	\$ 6,508,073	\$ 738,843	12.81%		\$ 5,390,259	\$ 4,162,612	\$ 4,065,525	\$ 4,697,925
March	\$ 7,211,538	\$ 8,207,370	\$ 995,832	13.81%		\$ 10,132,468	\$ 5,356,396	\$ 8,336,659	\$ 7,465,530
April	\$ 5,769,230	\$ 5,749,618	\$ (19,612)	-0.34%		\$ 7,503,463	\$ 5,635,410	\$ 7,114,263	\$ 4,318,331
May	\$ 7,211,538	\$ 7,614,224	\$ 402,686	5.58%		\$ 5,177,697	\$ 6,231,137	\$ 5,612,671	\$ 6,444,655
June	\$ 5,769,238	\$ 7,399,746	\$ 1,630,508	28.26%		\$ 6,717,158	\$ 5,467,786	\$ 5,005,102	\$ 3,117,308
Current FY YTD	\$ 75,000,000	\$ 79,213,334	\$ 4,213,334	5.62%		\$88,673,283	\$ 72,084,673	\$ 71,323,906	\$ 70,647,717
Budget	\$ 75,000,000								
		FY24 YTD Profit	Variance Dollars	% Variance					
YOY Comparison		\$ 88,673,283	\$ (9,459,949)	-10.67%					
Projected	\$ 79,213,334								

PROFIT TRANSFER TO OUTDOOR HERITAGE FUND - FY 2025

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY25</u>	<u>FY25</u>	<u>Dollars</u>	<u>%</u>		<u>FY24</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>
July	\$ 61,538	\$ 42,125	\$ (19,413)	-31.55%		\$ 153,382	\$ 89,099	\$ 31,025	\$ 44,271
August	\$ 76,923	\$ 33,059	\$ (43,864)	-57.02%		\$ 125,007	\$ 106,400	\$ 15,870	\$ 61,305
September	\$ 61,538	\$ 28,075	\$ (33,463)	-54.38%		\$ 193,218	\$ 96,902	\$ 204,657	\$ 22,000
October	\$ 61,538	\$ (7,691)	\$ (69,229)	-112.50%		\$ 80,969	\$ 159,481	\$ 39,081	\$ 30,111
November	\$ 76,923	\$ 42,048	\$ (34,875)	-45.34%		\$ 80,510	\$ 54,908	\$ 61,385	\$ 25,152
December	\$ 61,538	\$ 36,107	\$ (25,431)	-41.33%		\$ 170,836	\$ 73,814	\$ 82,083	\$ 39,372
January	\$ 61,538	\$ 70,689	\$ 9,151	14.87%		\$ 6,751	\$ 60,536	\$ 57,444	\$ 117,214
February	\$ 61,538	\$ 90,699	\$ 29,161	47.39%		\$ 100,517	\$ 61,158	\$ 24,591	\$ 13,392
March	\$ 76,923	\$ 94,036	\$ 17,113	22.25%		\$ 188,446	\$ 69,357	\$ 49,369	\$ 11,061
April	\$ 61,538	\$ 82,258	\$ 20,720	33.67%		\$ 73,441	\$ 85,448	\$ 35,089	\$ 22,323
May	\$ 76,923	\$ 111,311	\$ 34,388	44.71%		\$ 66,264	\$ 79,279	\$ 36,210	\$ 60,231
June	\$ 61,542	\$ 53,753	\$ (7,789)	-12.66%		\$ 169,856	\$ 171,189	\$ 105,123	\$ 25,904
Current FY YTD	\$ 800,000	\$ 676,471	\$ (123,529)	-15.44%		\$1,409,196	\$ 1,107,570	\$ 741,928	\$ 472,336
Budget	\$ 800,000								
		FY24	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 1,409,196	\$ (732,725)	-52.00%					
Projected	\$ 676,471								

Fiscal Year Comparison Through June 28, 2025

Draw

Game		FY 24		FY 25	Variance	% Variance
Gimme5	\$	1,205,851	\$	1,160,380	\$ (45,471)	-3.77%
World Poker Tour	\$	1,025,957	\$	-		
Lotto America	\$	1,914,930	\$	2,901,749	\$ 986,819	51.53%
Lucky for Life	\$	6,597,868	\$	6,581,738	\$ (16,130)	-0.24%
Pick 4	\$	4,774,721	\$	4,580,287	\$ (194,434)	-4.07%
Pick 3	\$	6,086,795	\$	5,759,199	\$ (327,596)	-5.38%
Megabucks	\$	13,086,554	\$	9,599,364	\$ (3,487,190)	-26.65%
Mega Millions	\$	18,582,002	\$	14,223,847	\$ (4,358,155)	-23.45%
Powerball	\$	33,870,589	\$	18,210,662	\$ (15,659,927)	-46.23%
Cash POP	\$	419,359	\$	5,628,971	\$ 5,209,612	1242.28%
Total Draw Sales	\$	87,564,626	\$	68,646,197	\$ (18,918,429)	-21.61%

Fast Play	\$	16,262,386	\$	21,590,891	\$5,328,505	32.77%
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Instant

		FY 24		FY 25	Variance	% Variance
Price Point						
\$1	\$	5,139,049	\$	4,475,915	\$ (663,134)	-12.90%
\$2	\$	15,569,430	\$	13,138,448	\$ (2,430,982)	-15.61%
\$3	\$	19,959,477	\$	18,326,340	\$ (1,633,137)	-8.18%
\$5	\$	75,142,035	\$	80,400,945	\$ 5,258,910	7.00%
\$10	\$	80,370,000	\$	74,113,640	\$ (6,256,360)	-7.78%
\$20	\$	28,940,900	\$	30,348,540	\$ 1,407,640	4.86%
\$25	\$	40,889,800	\$	39,876,575	\$ (1,013,225)	-2.48%
\$30	\$	54,295,800	\$	49,842,690	\$ (4,453,110)	-8.20%
Total Instants	\$	320,306,491	\$	310,523,093	\$ (9,783,398)	-3.05%

Total Combined	\$	424,133,503	\$	400,760,181	\$ (23,373,322)	-5.51%
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July 8, 2025

New Instant Games for Approval



- Top Prize \$100,000
- Key Number Match with “Win All” and “Auto Win” feature.
- Overall odds 1:3.90
- Quantity: 960,000

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown for that number. Reveal a “Moneybag” symbol, automatically win PRIZE shown for that symbol. Reveal a “Touchdown” symbol and WIN ALL 15 PRIZES!



- Top Prize \$30,000
- Key Number Match with total score.
- Overall odds 1:3.43
- Quantity: 1,200,000

Match any of YOUR SHOT NUMBERS to any of the SKEE BALL BOARD numbers score the number of points for that number. If your total score is 150 points or more, win prize in the corresponding prize legend.

\$3

SKEE-BALL®

BONUS SHOT:
Reveal a "🎯",
win \$10 automatically!

\$10 BONUS SHOT

SKEE-BALL BOARD

48
200 POINTS

23
100 POINTS

29|18
50 POINTS

28|16
40 POINTS

14|32
30 POINTS

21|22
20 POINTS

07|44
10 POINTS

42|49|09
10 POINTS

45|02|37
10 POINTS

PRIZE KEY

POINT TOTAL	PRIZE
150-199	\$3
200-249	\$5
250-299	\$10
300-349	\$20
350-399	\$50
400-449	\$100
450-499	\$500
500-549	\$1,000
550+	\$30,000

SEE TICKET BACK FOR PLAY INSTRUCTIONS.

▼ YOUR SHOT NUMBERS ▼

WIN UP TO \$30,000!

SCRATCH TO CASH

QUICK TOTAL

CHECK YOUR SCORE HERE!

Earn Points. Learn more at club.maineLOTtery.com.

- Top Prize \$250,000
- Key Number Match with “Automatic Win” and “10X Multiplier”
- Overall odds 1:3.36
- Quantity: 1,200,000

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a “Hat” symbol, win prize shown automatically. Reveal a “Claw” symbol, win \$500 instantly. Match Bonus Spot 1 to Bonus Spot 2, win 10x the prize shown for that match.

