

**Maine State Liquor and Lottery Commission**  
Minutes of Meeting  
Tuesday, April 8, 2025  
Virtual Component using Zoom

**Call to Order:**

Commission Chair Fitzgerald called the meeting to order at approximately 10:00 A.M.

**Roll Call**

Commissioners in Attendance: Chair Elizabeth Fitzgerald, Julie Sheehan, Kim Monaghan, Stacey Fitts, John Schneck

BABLO/DAFS Staff in Attendance:

Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director; Daniel Meaney, Marketing Specialist; Niall Breen, Lottery Security Operations; Judy Thomas, Marketing Specialist; Molly Briggs, Accounting Associate I; Nicholle Clark, Liquor Operations Associate; Julie Waller, Clerk of the Commission; Terry Meehan, Financial Analyst; Philip Mantis, Department of the Attorney General; Jennifer Griffin, DAFS

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons and Tammy Tyler

Scientific Games in attendance (Lottery portion only): Greta Cerce and Darrell Frecker

Fuseideas in attendance (Lottery portion only): Steve Mason

**Approval of Minutes:**

Commission Chair Fitzgerald asked for a motion that the minutes of the March 11, 2025, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

**Liquor Operations:**

Director Luchini reported that the new liquor inspectors are a few weeks in with the onboarding process now and they are doing great. He anticipates that they will be out in the field prior to our busy season. Director Luchini reported that BABLO will be at the Hospitality Maine Restaurant Show next week. Director Luchini reported that BABLO is looking to open the spring round of agency liquor stores. He reported that there will likely be an announcement within the next week regarding this.

Director Luchini reported on the following sales and profits reports.

**Sales Report for March:**

- Shipping days: 21 TY vs. 21 LY
- Cases sold were 93,662 TY vs. 98,397 LY; down -4.81%

- Dollar Sales were \$16,240,240 TY vs. \$16,926,006 LY; down -3.93%
- Bailment collected \$215,074
- Depletion Allowances \$846,335

#### **Sales Report for YTD:**

- Shipping days YTD: 194 TY vs. 192 LY
- Cases sold YTD: 1,060,402 TY vs. 1,067,690 LY; down -0.68%
- Dollar sales YTD: \$184,852,090 TY vs. \$183,260,167 LY; up 0.87%
- Spirits Financial Activity YTD - FY 2025 vs FY 2024
  - Spirits Operating Profits - \$4,302,891 vs. \$4,658,942; down -7.64%
  - Spirits Profit Transfer - \$6,133,543 vs. \$4,789,340; up 28.07%
  - Budget to Actual Financial Performance
- Acting Deputy Director Tracy Willett presented:
  - Sales Comparisons by County for Maine
  - Top 25 Agents in 3 Month Case Sales Increase
  - Luxury Spirits 3 Month Trend
- Director Louis Luchini went over the Department Bill proposal in detail – An act to Update and Clarify Certain Provision of State Liquor and Lottery Laws. Director Luchini added an amendment to the Bill regarding lack of clarity about neckers. He amended the Bill to clearly say that it is legal for brokers to put neckers on spirits bottles. The Commission members enthusiastically approved of this Department Bill.

#### **New Business:**

##### **Spirits Pricing and Tariffs Impact –**

Director Luchini outlined the process of how the Department will proceed with the Bill for Spirits Pricing and Tariffs Impact. The Department will provide a thirty-day public notice for comment and a public hearing. The Department will host a public hearing. The Department will internally compile all comments, data, and information received during that period, and analyze any impacts the pricing change would have on state revenue and spirits operations generally. The Department will create a report that they will bring back to the Commission. If the Department has any recommended changes that will be included as part of the report. The Commission will have an opportunity to make changes as to how the Department sets retail prices.

A motion was made by Commissioner Fitts to proceed with the Bill for Spirits Pricing and Tariffs Impact; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

#### **Old Business: None**

### **\New Product Listings:**

Acting Deputy Willett presented thirty-nine (39) new products listings for April 2025. A motion was made by Commissioner Sheehan to approve all the items presented for listing; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (New product listings distributed and attached to the minutes.)

### **Label/Package Changes:**

Acting Deputy Director Willett presented two (2) label/package changes for April 2025. A motion was made by Commissioner Sheehan to accept the label/package changes as presented; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Label/package changes distributed and attached to the minutes.)

### **Value Added Packs: None**

### **Rebates:**

Acting Deputy Director Willett presented twenty-nine (29) rebates/coupons for April 2025. These rebates/coupons were standard in nature. A motion was made by Commissioner Sheehan to accept these rebates/coupons; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Rebates/coupons distributed and attached to the minutes.)

### **Pine State Spirits:**

- Sheila Gibbons reported on the following:
  - Spring Rack POS
  - Spring Cocktails and Spring Food Recipes
  - March 2025 App Content Trends
    - Top Recipe Favorited
    - Top Recipe
    - Top Mood
  - March 2025 Email Marketing
    - Total Subscribers – 15,003
    - 30% Open Rate Last Month
    - Top Campaign – 30.1% Open Rate
  - Maine Spirits In The Know
    - 32% Open Rate
  - Maine Spirits App – Launched January 2018, Total Downloads – 153,133; New Downloads – 1,539
  - March Katya Videos
  - March Happy Hour Videos
  - BABLO approved Planogram
    - Total resets executed for March: **21**
    - New items added to total resets: **349**
    - Number of discounted items removed: **206**
    - Added to spirits sets: **8 linear ft / agency store**

- Thirty-six business reviews were conducted
- 9LTR Case Sales were up about 15% in 2024 compared to 2019 pre-pandemic sales
- Dollar Sales had a 20% increase compared to 2019 pre-pandemic sales
- Sheila displayed a chart that showed 2024 \$ Sales by Category Percentages. From highest category to lowest: Whiskey, Vodka, Cordials, Tequila, Rum, Brandy, Gin, RTD

**Other Business:** None

**Public Comments:** None

The next Commission Meeting is scheduled for Tuesday, May 13, 2025, at 10:00 A.M.

The June 2025 meeting is tentatively scheduled for Tuesday, June 10, 2025, at 10:00 A.M.

### **Lottery Operations:**

Director Louis Luchini reported that the big news for Maine Lottery is that the Mega Millions change has taken place.

Deputy Director Michael Boardman reported that Darrell Frecker and his Scientific Games team did an exceptional job with getting the system ready, the software, and testing for the Mega Millions game change. He reported that early results are very good though it is extremely early to make any determinations. Comparing last Saturday, Sunday, and Monday to this Saturday, Sunday, and Monday, dollar sales are up 96% over the same three-day period the previous week. The number of plays is down about 30%. There were fewer plays but more dollars due to the new price point of five dollars per ticket increasing from two dollars per ticket.

Director Luchini reported on YTD (through March 29, 2025) sales as follows:

- Draw Sales FY 25 \$53,054,699; down \$16,340,607 from FY24, or -23.55%
- Fast Play Sales FY 25 \$15,647,742; up \$4,066,897 from FY24, or 35.12%
- Instant Sales FY 25 \$232,619,969; down \$1,797,794 from FY24, or -0.77 %
- Total Combined Sales FY25 \$301,322,410; down \$14,071,504 from FY24, or -4.46%

### **Lottery Profit Transfer to General Fund**

- March Actual FY25 \$8,207,370; +\$1,476,601 to Budget +21.94%
- YTD Actual FY25 \$58,449,747; +\$5,940,750 to Budget +11.33%

### **Profit Transfer to Outdoor Heritage Fund**

- March Actual FY25 \$94,036; +\$17,113 to Budget +22.25%
- YTD Actual FY25 \$429,148; -\$170,849 to Budget -28.47%

**New Business:** None

**Old Business:** None

**Approval of New Games:** None

Deputy Director Boardman presented two (2) new games for approval.

- (\$2) ACE IN THE HOLE
- (\$5) LADY LUCK

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Games attached to the minutes.)

**Report on Tri-State Activities**

Commissioner Julie Sheehan reported that a brief Tri-State meeting was held on March 28, 2025. An item that they approved is two new games that are upcoming for Tri-State. They also approved an increase in trademark attorney's fees. The next Tri-State meeting will be a two-day event in May.

**Report From Scientific Games**

Darrell Frecker thanked and congratulated Maine Lottery for the successful launch of the new Mega Millions. Darryl reported that it appears things are looking good with this game change. Darrell reported that sales overall in the industry have been slow, but things are gradually starting to pick up.

Greta Cerce presented the following:

- Recent Winner Highlights
- Recent and Upcoming Game Launches – Recent & Upcoming Fast Play & Instant Ticket Launches
  - April New Game
    - Baseball
  - Upcoming in May
    - Ace in the Hole
    - Lady Luck
    - Fabulous 5's
- RewardME – Upcoming Promotion, Promotion Performance, & First Ticket Entered Report
  - Active Points for Drawings
    - Biking Adventure Challenge
    - Patio Living Set
    - Garden Tidy Up Bundle
  - First Ticket Entered Report: March 2025
    - Month-Over-Month Comparison
    - Year-Over-Year Comparison
    - Coming Soon: Gimme A Camping Trip
  - Current Points for Drawings
- System Promotions – Results from Completed Promotions & Upcoming Systems Promotions

- Lucky For Life Systems Promotion Performance
  - Pick 3 & Pick 4 Systems Promotion Performance – February & March 2025
  - Sales Impact: Pick 3 & Pick 4 Flash Systems Promotions
- Coming Soon: One Day Only: gimme 5 Fiesta
  - On Cinco De Mayo: May 5, 2025, from 6 AM – 6 PM
- The Maine Lottery Minute
  - YouTube Performance Snapshot
  - New Episode Coming on April 11, 2025

### **Report From Fuseideas**

Steve Mason reported on the following:

- March 2025
  - Responsible Gaming Radio 3/3/25 thru 3/11/25
  - Tri-State Megabucks 3/3/25 thru 3/23/25
    - TV (3/3)
    - Radio (3/12)
    - Digital (3/3)
  - Fast Play 3/6/25 thru 3/23/25
    - TV
    - Radio
    - POS
    - Digital
- April 2025
  - Powerball Nascar Promotion 4/1/25 thru 4/30/25
    - TV (Steve presented the TV spot for the Commission to view)
    - Radio
  - Mega Millions Game Changes 4/5/25 thru 4/30/25
    - Radio (Steve played the radio spot for the Commission)
      - Mega Millions: A New Era!
      - Multiplier now included with every play!
      - BIGGER jackpots
      - BETTER odds to win the jackpot
      - FASTER growing jackpots
      - MORE ways to multiply your win
- FY25 Q4 Messaging Plan:
  - Fast Play coming up for May
  - Tri-State Megabucks for June

**Other Business:** None

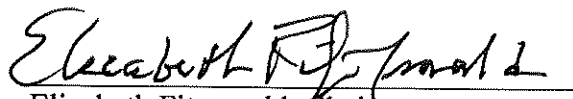
**Public Comments:** None

**Adjournment:**

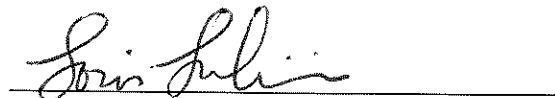
The next Commission Meeting is scheduled for Tuesday, May 13, 2025, at 10:00 A.M.

The June 2025 meeting is tentatively scheduled for Tuesday, June 10, 2025, at 10:00 A.M.

There being no further business, Commissioner Sheehan made a motion to adjourn; the motion was seconded by Commissioner Fitts. The meeting adjourned at 11:30 a.m.

A handwritten signature in cursive script, appearing to read "Elizabeth Fitzgerald", written over a horizontal line.

Elizabeth Fitzgerald, Chair  
Maine State Liquor & Lottery Commission

A handwritten signature in cursive script, appearing to read "Louis Luchini", written over a horizontal line.

Louis Luchini, Director  
Bureau of Alcoholic Beverages & Lottery Operations

**Maine State Liquor and Lottery Commission**  
**19 Union St. 3<sup>rd</sup> floor**  
**Augusta, ME**

Zoom Meeting using the following link:

<https://mainestate.zoom.us/j/83523747197>

**Meeting ID:**

835 2374 7197

**Tuesday, April 8, 2025, 10:00 a.m.**

**Agenda**

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

- 1. Call the meeting to order**
- 2. Approve the minutes of March 11, 2025, meeting**
- 3. Liquor Operations**
  - a. Director's Report
  - b. New Business
    - i. Spirits Pricing and Tariffs Impact
  - 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 May meeting – May 13, 2025
  - b. Set June 2025 tentative meeting date (June 10, 2025)
- 5. Lottery Operations**
  - a. Director's Report
  - b. New Business
  - c. Old Business
  - d. Approval of New Games
  - e. Report on Tri-State Activities
  - f. Report from Scientific Games International, Inc.
  - g. Report from Fuseideas
  - h. Other business that may properly come before the Commission
  - i. Public Comments
- 6. Confirm next meeting dates**
  - a. Confirm May meeting – May 13, 2025
  - b. Set June 2024 tentative meeting date (June 10, 2025)
- 7. Adjournment**



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

| Sales Data    3/1/2025 - 3/31/2025 |  | Monthly         |                 |              |         |                   |               |              |        |
|------------------------------------|--|-----------------|-----------------|--------------|---------|-------------------|---------------|--------------|--------|
|                                    |  |                 |                 | Variance     |         |                   |               |              |        |
|                                    |  | Prior Year      | Current Year    | Actual       | %       |                   |               |              |        |
| Shipping Days                      |  | 21              | 21              | 0            |         |                   |               |              |        |
|                                    |  |                 |                 |              |         | Cs/Day LY         | Cs/Day TY     | Variance %   |        |
| Cases Sold                         |  | 98,397          | 93,662          | (4,734)      | -4.81%  | 4,686             | 4,460         | -4.81%       |        |
|                                    |  |                 |                 |              |         | \$/Day LY         | \$/Day TY     | Variance %   |        |
| Dollar Sales                       |  | \$ 16,926,006   | \$ 16,260,240   | \$ (665,767) | -3.93%  | \$ 806,000        | \$ 774,297    | -3.93%       |        |
|                                    |  |                 |                 |              |         |                   |               |              |        |
| Cost of Goods Sold                 |  | \$ 11,529,496   | \$ 11,047,166   | \$ (482,331) | -4.18%  |                   |               |              |        |
| Depletion Allowances               |  | \$ (946,277)    | \$ (846,335)    |              |         |                   |               |              |        |
| Total Cost of Good Sold            |  | \$ 10,583,219   | \$ 10,200,831   | \$ (382,388) | -3.61%  |                   |               |              |        |
|                                    |  |                 |                 |              |         |                   |               |              |        |
| Sales Data    7/1/2024 - 3/31/2025 |  | Year to Date    |                 |              |         |                   |               |              |        |
|                                    |  |                 |                 | Variance     |         |                   |               |              |        |
|                                    |  | Prior Year      | Current Year    | Actual       | %       |                   |               |              |        |
| Shipping Days                      |  | 192             | 194             | 2            |         |                   |               |              |        |
|                                    |  |                 |                 |              |         | Cs/Day LY         | Cs/Day TY     | Variance %   |        |
| Cases Sold                         |  | 1,067,690       | 1,060,402       | (7,288)      | -0.68%  | 5,561             | 5,466         | -1.71%       |        |
|                                    |  |                 |                 |              |         | \$/Day LY         | \$/Day TY     | Variance %   |        |
| Dollar Sales                       |  | \$ 183,260,167  | \$ 184,852,090  | \$ 1,591,924 | 0.87%   | \$ 954,480        | \$ 952,846    | -0.17%       |        |
|                                    |  |                 |                 |              |         |                   |               |              |        |
| Cost of Goods Sold                 |  | \$ 127,150,798  | \$ 128,230,498  | \$ 1,079,700 | 0.85%   |                   |               |              |        |
| Depletion Allowances               |  | \$ (11,301,621) | \$ (11,136,932) |              |         |                   |               |              |        |
| Total Cost of Good Sold            |  | \$ 115,849,177  | \$ 117,093,566  | \$ 1,244,389 | 1.07%   |                   |               |              |        |
|                                    |  |                 |                 |              |         |                   |               |              |        |
| Other Revenue                      |  | Monthly Data    |                 |              |         | Year to Date Data |               |              |        |
|                                    |  |                 |                 | Variance     |         |                   |               | Variance     |        |
|                                    |  | Prior Year      | Current Year    | Actual       | %       | Prior Year        | Current Year  | Actual       | %      |
| Premium Tax                        |  | \$ 213,934      | \$ 204,327      | \$ (9,607)   | -4.49%  | \$ 2,326,718      | \$ 2,315,164  | \$ (11,554)  | -0.50% |
| Bailment                           |  | \$ 215,374      | \$ 215,074      | \$ (300)     | -0.14%  | \$ 2,317,142      | \$ 2,416,077  | \$ 98,934    | 4.27%  |
| Depletion Allowances               |  | \$ 946,277      | \$ 846,335      | \$ (99,942)  | -10.56% | \$ 11,301,621     | \$ 11,136,932 | \$ (164,689) | -1.46% |

## 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                    | \$ -          |                |          |  | \$ 5,044,356                   | \$ 4,558,763        | \$ 4,794,707        | \$ 5,101,498        |
| May            | \$ 6,070,436                    | \$ -          |                |          |  | \$ 5,549,153                   | \$ 5,529,234        | \$ 5,176,444        | \$ 4,866,595        |
| June           | <u>\$ 6,477,029</u>             | <u>\$ -</u>   |                |          |  | <u>\$ 5,710,822</u>            | <u>\$ 6,185,931</u> | <u>\$ 5,990,848</u> | <u>\$ 5,950,215</u> |
| Current FY YTD | \$ 52,254,259                   | \$ 50,221,117 | \$ (2,033,142) | -3.89%   |  | \$ 67,015,575                  | \$ 67,177,591       | \$ 63,061,316       | \$ 61,782,878       |
| Budget         | \$ 69,975,821                   |               |                |          |  |                                |                     |                     |                     |
|                |                                 | FY23          | Variance       | %        |  |                                |                     |                     |                     |
|                |                                 | YTD Profit    | Dollars        | Variance |  |                                |                     |                     |                     |
| YOY Comparison |                                 | \$ 50,711,244 | \$ (490,127)   | -0.97%   |  |                                |                     |                     |                     |
| Projected      | \$ 66,367,865                   |               |                |          |  |                                |                     |                     |                     |

## 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                    | \$ -               |                     |               |  | \$ 5,917,046                   | \$ 4,087,320  | \$ 4,110,132  | \$ 3,679,997  |
| May            | \$ 5,500,000                    | \$ -               |                     |               |  | \$ 3,756,723                   | \$ 5,964,292  | \$ 5,873,898  | \$ 3,391,606  |
| June           | \$ 5,500,000                    | \$ -               |                     |               |  | \$ 4,666,222                   | \$ 4,222,768  | \$ 4,205,352  | \$ 7,516,843  |
| Current FY YTD | \$ 49,500,000                   | \$ 53,697,427      | \$ 4,197,427        | 8.48%         |  | \$ 67,146,758                  | \$ 66,680,803 | \$ 62,087,907 | \$ 60,719,430 |
| Budget         | \$ 66,000,000                   |                    |                     |               |  |                                |               |               |               |
| YOY Comparison |                                 | FY23<br>YTD Profit | Variance<br>Dollars | %<br>Variance |  |                                |               |               |               |
|                |                                 | \$ 52,806,767      | \$ 890,660          | 1.69%         |  |                                |               |               |               |
| Projected      | \$ 68,279,281                   |                    |                     |               |  |                                |               |               |               |

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 |  | \$ -          | \$ 19,192,171 |                        | \$ -          | \$ 14,147,815 |                        | \$ -              | \$ 5,044,356 |                        | \$ -                                 | \$ 872,690     | \$ -                             | \$ 5,917,046 |                        |
| May          | \$ 22,454,510         | \$ 19,070,481 |  | \$ -          | \$ 22,454,510 |                        | \$ -          | \$ 16,905,357 |                        | \$ -              | \$ 5,549,153 |                        | \$ -                                 | \$ (1,792,430) | \$ -                             | \$ 3,756,723 |                        |
| June         | \$ 23,940,103         | \$ 21,183,833 |  | \$ -          | \$ 21,452,269 |                        | \$ -          | \$ 15,741,447 |                        | \$ -              | \$ 5,710,822 |                        | \$ -                                 | \$ (1,044,600) | \$ -                             | \$ 4,666,222 |                        |
| Current FYTD | \$193,448,926         | \$180,304,722 |  | \$194,848,405 | \$193,448,926 | 0.72%                  | \$144,627,288 | \$142,737,682 | 1.32%                  | \$50,221,117      | \$50,711,244 | -0.97%                 | \$ 3,476,310                         | \$ 2,095,523   | \$53,697,427                     | \$52,806,767 | 1.69%                  |

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

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

April 4, 2025

Liquor Operations Monthly and Annual Net Receipts Budget and Actual Performance Comparison  
State Fiscal Year 2025, as of March 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              |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|------------------|------------------|------------------|------------------|--------------------|
| <b>Budget Projection</b>               |                  |                  |                  |                  |                  |                  |                  |                    |                  |                  |                  |                  |                    |
| 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)        |
| <b>Gross Profit</b>                    | <b>7,204,618</b> | <b>7,867,286</b> | <b>6,235,107</b> | <b>5,845,811</b> | <b>5,947,755</b> | <b>6,592,961</b> | <b>5,213,104</b> | <b>5,385,144</b>   | <b>5,058,473</b> | <b>5,481,097</b> | <b>6,429,436</b> | <b>6,860,029</b> | <b>74,120,821</b>  |
| 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                   | -                | -                | -                | -                | -                | -                | -                | -                  | -                | -                | -                | -                | -                  |
| <b>Operating Profit</b>                | <b>6,802,618</b> | <b>7,428,286</b> | <b>5,886,107</b> | <b>5,518,811</b> | <b>5,614,755</b> | <b>6,224,961</b> | <b>4,921,104</b> | <b>5,083,144</b>   | <b>4,774,473</b> | <b>5,174,097</b> | <b>6,070,436</b> | <b>6,477,029</b> | <b>69,975,821</b>  |
| <b>Actual Performance</b>              |                  |                  |                  |                  |                  |                  |                  |                    |                  |                  |                  |                  |                    |
| 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       | -                | -                | -                | 194,848,405        |
| 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)     | -                | -                | -                | (128,230,503)      |
| 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)      | -                | -                | -                | (11,241,730)       |
| Trade Marketing                        | (596,515)        | (546,601)        | (442,938)        | (457,687)        | (447,389)        | -                | -                | -                  | -                | -                | -                | -                | (2,491,130)        |
| <b>Gross Profit</b>                    | <b>6,848,149</b> | <b>6,980,993</b> | <b>6,499,879</b> | <b>5,965,080</b> | <b>5,408,820</b> | <b>6,241,374</b> | <b>5,754,984</b> | <b>4,511,804</b>   | <b>4,673,957</b> | -                | -                | -                | <b>52,885,042</b>  |
| BABLO Operating Costs                  | (121,570)        | (357,455)        | (207,614)        | (417,195)        | (359,916)        | (148,914)        | (406,542)        | (273,654)          | (371,066)        | -                | -                | -                | (2,663,925)        |
| DAFS Operating Costs                   | -                | -                | -                | -                | -                | -                | -                | -                  | -                | -                | -                | -                | -                  |
| <b>Operating Profit</b>                | <b>6,726,580</b> | <b>6,623,538</b> | <b>6,292,265</b> | <b>5,547,885</b> | <b>5,048,905</b> | <b>6,092,461</b> | <b>5,348,443</b> | <b>4,238,150</b>   | <b>4,302,891</b> | -                | -                | -                | <b>50,221,117</b>  |
| <b>Variance</b>                        |                  |                  |                  |                  |                  |                  |                  |                    |                  |                  |                  |                  |                    |
| Gross Sales                            | 2,599,430        | (1,189,882)      | (215,475)        | 829,005          | (76,324)         | 1,890,425        | (144,264)        | (1,523,158)        | (770,278)        | -                | -                | -                | 1,399,479          |
| Cost of Goods Sold                     | (2,922,800)      | 11,686           | 259,518          | (788,537)        | (598,381)        | (2,162,546)      | 544,979          | 488,743            | 260,834          | -                | -                | -                | (4,906,503)        |
| Warehousing & Distribution             | (1,583)          | 221,504          | 173,666          | 76,488           | 115,159          | (597,466)        | (269,835)        | (262,926)          | (274,071)        | -                | -                | -                | (819,063)          |
| Trade Marketing                        | (31,515)         | 70,399           | 47,063           | 2,313            | 20,611           | -                | -                | -                  | -                | -                | -                | -                | 108,870            |
| <b>Gross Profit</b>                    | <b>(356,468)</b> | <b>(886,293)</b> | <b>264,772</b>   | <b>119,269</b>   | <b>(538,935)</b> | <b>(869,586)</b> | <b>130,880</b>   | <b>(1,297,341)</b> | <b>(783,516)</b> | -                | -                | -                | <b>(4,217,217)</b> |
| BABLO Operating Costs                  | 280,430          | 81,545           | 141,386          | (90,195)         | (26,916)         | 219,086          | (114,542)        | 28,346             | (87,066)         | -                | -                | -                | 432,075            |
| DAFS Operating Costs                   | -                | -                | -                | -                | -                | -                | -                | -                  | -                | -                | -                | -                | -                  |
| <b>Operating Profit</b>                | <b>(76,038)</b>  | <b>(804,749)</b> | <b>406,158</b>   | <b>29,074</b>    | <b>(565,850)</b> | <b>(650,500)</b> | <b>16,338</b>    | <b>(1,268,995)</b> | <b>(870,582)</b> | -                | -                | -                | <b>(3,785,142)</b> |
| <b>Transfer to Undedicated revenue</b> |                  |                  |                  |                  |                  |                  |                  |                    |                  |                  |                  |                  |                    |
| 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        | -                | -                | -                | 50,221,117         |
| Outstanding Receivables                | 1,347,160        | (2,252,500)      | 3,032,287        | (300,398)        | (266,642)        | (36,568)         | (218,738)        | 341,057            | 1,830,653        | -                | -                | -                | 3,476,310          |
| Other Adjustments                      | -                | -                | -                | -                | -                | -                | -                | -                  | -                | -                | -                | -                | -                  |
| <b>Transfer to Undedicated revenue</b> | <b>8,073,739</b> | <b>4,371,038</b> | <b>9,324,552</b> | <b>5,247,488</b> | <b>4,782,262</b> | <b>6,055,893</b> | <b>5,129,704</b> | <b>4,579,206</b>   | <b>6,133,543</b> | -                | -                | -                | <b>53,697,427</b>  |
| <b>Performance Indicators</b>          |                  |                  |                  |                  |                  |                  |                  |                    |                  |                  |                  |                  |                    |
| <u>Actual/Budget Indicators</u>        |                  |                  |                  |                  |                  |                  |                  |                    |                  |                  |                  |                  |                    |
| Sales                                  | 110.3%           | 95.7%            | 99.0%            | 104.1%           | 99.6%            | 108.2%           | 99.2%            | 91.9%              | 95.7%            |                  |                  |                  | 75.2%              |
| COGS                                   | 118.2%           | 99.9%            | 98.1%            | 106.0%           | 104.5%           | 114.7%           | 95.3%            | 95.9%              | 97.7%            |                  |                  |                  | 77.7%              |
| Operating Profit                       | 98.9%            | 89.2%            | 106.9%           | 100.5%           | 89.9%            | 97.9%            | 108.7%           | 83.4%              | 90.1%            |                  |                  |                  | 71.8%              |
| <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%            |                  |                  |                  | 65.8%              |
| Operating Profit/Sales                 | 24.3%            | 25.3%            | 29.2%            | 26.1%            | 24.4%            | 24.5%            | 29.5%            | 24.4%              | 25.4%            |                  |                  |                  | 25.8%              |

# Maine County Case Analysis through March 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   | 286,486                | 302,672                        | -5.35%   | -16,186                  | 647,023  | 655,099  | -1.23%   | -8,075                   | 1,056,720  | 1,063,448  | -0.63%   | -6,728                   |
| ANDROSCOGGIN     | 26,327                 | 28,038                         | -6.10%   | -1,711                   | 55,905   | 58,516   | -4.46%   | -2,610                   | 89,126   | 91,710   | -2.82%   | -2,584                   |
| AROOSTOOK        | 11,792                 | 12,494                         | -5.62%   | -702                     | 25,899   | 26,957   | -3.92%   | -1,058                   | 40,187   | 41,135   | -2.30%   | -948                     |
| CUMBERLAND       | 76,922                 | 78,838                         | -2.43%   | -1,916                   | 175,882  | 171,651  | 2.46%    | 4,230                    | 293,636  | 287,773  | 2.04%    | 5,863                    |
| FRANKLIN         | 9,271                  | 9,599                          | -3.41%   | -327                     | 18,359   | 18,312   | 0.26%    | 47                       | 28,404   | 28,236   | 0.60%    | 168                      |
| HANCOCK          | 11,227                 | 12,518                         | -10.31%  | -1,290                   | 27,121   | 28,379   | -4.43%   | -1,258                   | 51,284   | 52,709   | -2.70%   | -1,425                   |
| KENNEBEC         | 26,794                 | 29,100                         | -7.92%   | -2,305                   | 60,791   | 62,249   | -2.34%   | -1,459                   | 95,267   | 96,694   | -1.48%   | -1,428                   |
| KNOX             | 7,386                  | 8,053                          | -8.29%   | -667                     | 17,159   | 17,636   | -2.71%   | -477                     | 27,670   | 28,199   | -1.88%   | -529                     |
| LINCOLN          | 7,124                  | 7,405                          | -3.79%   | -281                     | 15,839   | 16,552   | -4.30%   | -713                     | 26,910   | 27,511   | -2.18%   | -601                     |
| OXFORD           | 9,331                  | 9,856                          | -5.33%   | -525                     | 21,038   | 21,322   | -1.33%   | -284                     | 33,108   | 33,726   | -1.83%   | -618                     |
| PENOBSCOT        | 34,100                 | 36,027                         | -5.35%   | -1,927                   | 78,407   | 79,238   | -1.05%   | -832                     | 122,617  | 123,560  | -0.76%   | -943                     |
| PISCATAQUIS      | 3,099                  | 3,350                          | -7.50%   | -251                     | 6,975  | 7,429  | -6.12%   | -455                     | 11,655   | 12,328   | -5.46%   | -673                     |
| SAGadahoc        | 7,064                  | 7,456                          | -5.25%   | -391                     | 16,384   | 16,622   | -1.43%   | -238                     | 25,529   | 25,646   | -0.46%   | -117                     |
| SOMERSET         | 9,862                  | 10,389                         | -5.07%   | -527                     | 21,686   | 21,726   | -0.19%   | -41                      | 34,099   | 33,897   | 0.60%    | 203                      |
| WALDO            | 5,718                  | 5,981                          | -4.39%   | -262                     | 13,116   | 13,115   | 0.01%    | 2                        | 20,633   | 20,794   | -0.77%   | -161                     |
| WASHINGTON       | 6,009                  | 6,801                          | -11.65%  | -792                     | 14,242   | 14,825   | -3.93%   | -583                     | 22,787   | 23,520   | -3.12%   | -734                     |
| YORK             | 34,460                 | 36,769                         | -6.28%   | -2,309                   | 78,221   | 80,568   | -2.91%   | -2,347                   | 133,808  | 136,011  | -1.62%   | -2,203                   |
| Months Included: | Mar 25, Feb 25, Jan 25 | Mar 24, Feb 24, Jan 24         |          |                          | Mar 25, Feb 25, Jan 25, Dec 24, Nov 24, Oct 24 | Mar 24, Feb 24, Jan 24, Dec 23, Nov 23, Oct 23 |          |                          | Mar 25, Feb 25, Jan 25, Dec 24, Nov 24, Oct 24, Sep 24, Aug 24, Jul 24 | Mar 24, Feb 24, Jan 24, Dec 23, Nov 23, Oct 23, Sep 23, Aug 23, Jul 23 |          |                          |

\*Cases are 9Lt Equivalent

\*Excludes Bailments, Depletions, and In-State Distillers

| RANK | Acct # | Customer                  | License #     | Location         | County       | Mar-25   | Feb-25   | Jan-25   | Cases Last 3 Months | Cases Last 3 Months Prior Year | % Change | Case Diff |
|------|--------|---------------------------|---------------|------------------|--------------|----------|----------|----------|---------------------|--------------------------------|----------|-----------|
| 1    | 937656 | STOMPERS                  | AGN-18-103544 | HOLDEN ,ME       | PENOBSCOT    | 999.35   | 1,486.76 | 783.00   | 3,269.10            | 2,846.29                       | 14.85%   | 422.81    |
| 2    | 932210 | OQUOSSOC GROCERY          | AGN-09-101358 | OQUOSSOC ,ME     | FRANKLIN     | 290.56   | 416.11   | 480.56   | 1,187.22            | 876.22                         | 35.49%   | 311.00    |
| 3    | 936484 | DAMON'S BEV WATERVILLE    | AGN-17-106016 | WATERVILLE ,ME   | KENNEBEC     | 1,115.08 | 1,187.47 | 1,482.99 | 3,785.55            | 3,568.84                       | 6.07%    | 216.71    |
| 4    | 927749 | SHAW'S #4560 SANFORD      | AGN-93-100390 | SANFORD ,ME      | YORK         | 173.05   | 292.61   | 277.33   | 743.00              | 551.87                         | 34.63%   | 191.13    |
| 5    | 928408 | GRAVES SNS #8137 PRESQUE  | AGN-02-100776 | PRESQUE ISLE ,ME | AROOSTOOK    | 271.87   | 404.43   | 332.30   | 1,008.60            | 844.46                         | 19.44%   | 164.14    |
| 6    | 926253 | SHAW'S #2550 AUBURN       | AGN-03-100845 | AUBURN ,ME       | ANDROSCOGGIN | 311.96   | 288.76   | 378.08   | 978.80              | 837.55                         | 16.87%   | 141.26    |
| 7    | 929950 | JOHN'S SHURFINE FOOD      | AGN-04-100936 | FORT KENT ,ME    | AROOSTOOK    | 115.78   | 110.21   | 133.23   | 359.22              | 234.32                         | 53.31%   | 124.91    |
| 8    | 928382 | HANNAFORD #8231 BRUNSWICK | AGN-02-100775 | BRUNSWICK ,ME    | CUMBERLAND   | 463.13   | 394.26   | 441.56   | 1,298.95            | 1,203.91                       | 7.89%    | 95.04     |
| 9    | 936682 | ROOPERS OXFORD            | AGN-17-102518 | OXFORD ,ME       | OXFORD       | 401.21   | 338.17   | 355.80   | 1,095.18            | 1,005.76                       | 8.89%    | 89.42     |
| 10   | 935999 | C FARMS #5606 WINSLOW     | AGN-15-102394 | WINSLOW ,ME      | KENNEBEC     | 157.33   | 145.95   | 153.81   | 457.10              | 369.63                         | 23.66%   | 87.46     |
| 11   | 938548 | C FARMS #5619 YARMOUTH    | AGN-19-104747 | YARMOUTH ,ME     | CUMBERLAND   | 61.13    | 62.02    | 62.54    | 185.69              | 111.43                         | 66.64%   | 74.26     |
| 12   | 939439 | FRESHIES - AIRPORT        | AGN-20-106044 | BANGOR ,ME       | PENOBSCOT    | 162.96   | 161.24   | 154.24   | 478.44              | 408.03                         | 17.26%   | 70.41     |
| 13   | 935049 | CIRCLE K #4707122 RAYMOND | AGN-14-102267 | RAYMOND ,ME      | CUMBERLAND   | 76.19    | 58.19    | 60.34    | 194.72              | 131.77                         | 47.77%   | 62.94     |
| 14   | 940403 | CIGARET SHOPPER #4 WALDOB | AGN-22-107276 | WALDOBORO ,ME    | LINCOLN      | 117.05   | 101.01   | 171.12   | 389.18              | 330.62                         | 17.71%   | 58.56     |
| 15   | 937821 | LEADBETTER QUICK STOP     | AGN-18-103188 | ORONO ,ME        | PENOBSCOT    | 52.63    | 72.55    | 52.59    | 177.77              | 121.07                         | 46.83%   | 56.70     |
| 16   | 927954 | BRACKETT'S MARKET -BATH   | AGN-97-100505 | BATH ,ME         | SAGADAHOC    | 170.51   | 183.43   | 186.11   | 540.04              | 483.92                         | 11.60%   | 56.13     |
| 17   | 928556 | SHAW'S #0057 ELLSWORTH    | AGN-03-100848 | ELLSWORTH ,ME    | HANCOCK      | 219.33   | 213.42   | 276.65   | 709.40              | 654.39                         | 8.41%    | 55.02     |
| 18   | 939181 | TRADEWINDS ENI #2341 ORLA | AGN-20-104472 | ORLAND ,ME       | PENOBSCOT    | 90.42    | 84.10    | 80.64    | 255.16              | 200.27                         | 27.41%   | 54.89     |
| 19   | 937540 | WALGREENS #19078 WESTBROO | AGN-18-103517 | WESTBROOK ,ME    | CUMBERLAND   | 35.56    | 12.36    | 82.39    | 130.31              | 77.01                          | 69.22%   | 53.30     |
| 20   | 930792 | BOOTLEGGERS LISBON        | AGN-09-101389 | LISBON ,ME       | ANDROSCOGGIN | 168.70   | 199.68   | 199.22   | 567.60              | 515.99                         | 10.00%   | 51.61     |
| 21   | 936609 | TRADEWINDS #8808 CLINTON  | AGN-17-103407 | CLINTON ,ME      | KENNEBEC     | 113.98   | 119.55   | 111.55   | 345.08              | 295.77                         | 16.67%   | 49.31     |
| 22   | 933424 | HANNAFORD #8251 GRAY      | AGN-11-101747 | GRAY ,ME         | CUMBERLAND   | 304.53   | 345.62   | 354.67   | 1,004.82            | 956.81                         | 5.02%    | 48.01     |
| 23   | 927731 | HANNAFORD #8141 DAMARISCO | AGN-92-100353 | DAMARISCOTTA ,ME | LINCOLN      | 478.80   | 500.79   | 438.30   | 1,417.88            | 1,372.69                       | 3.29%    | 45.19     |
| 24   | 940874 | LEVANT CORNER STORE       | AGN-22-106536 | LEVANT ,ME       | PENOBSCOT    | 52.53    | 54.04    | 65.14    | 171.71              | 127.51                         | 34.66%   | 44.20     |
| 25   | 933994 | FLYING POND VARIETY       | AGN-12-101894 | MT VERNON ,ME    | KENNEBEC     | 36.54    | 39.27    | 60.62    | 136.42              | 92.73                          | 47.11%   | 43.69     |
|      |        |                           |               |                  |              |          |          |          |                     |                                |          |           |
|      |        |                           |               | <b>TOTALS</b>    |              | 6,440.16 | 7,272.00 | 7,174.77 | 20,886.94           | 18,218.85                      | 14.64%   | 2,668.09  |

| Sales Region   |  |  |  | Cases Last 3 Months | Cases Last 3 Months Prior Year | % Change | Case Diff vs. Prior Year |
|----------------|--|--|--|---------------------|--------------------------------|----------|--------------------------|
| State of Maine |  |  |  | 286,486             | 302,672                        | -5.35%   | -16,186                  |

Top 25 Agents % of 3 month Business

7.29%




6.02%

New Items for Commission Approval  
April 8, 2025

| Broker                 | Supplier                 | NABCA # | Description                               | Size | Pack | FOB        | Retail Price | Class     | Approved |
|------------------------|--------------------------|---------|---|------|------|------------|--------------|-----------|----------|
| MARTIGNETTI            | ATOMIC ESPIRITUS, LLC    | 76091   | ATOMIC BLACK ESPRESSO LIQUEUR             | 750  | 6    | \$89.00    | \$26.49      | CORDIALS  |          |
| MARTIGNETTI            | BLUE BARREN DISTILLERY   | 66574   | BLUE BARREN RHUBARB GIN LIQUEUR           | 750  | 6    | \$125.00   | \$34.99      | CORDIALS  |          |
| MARTIGNETTI            | BOSTON HARBOR DISTILLERY | 33136   | LAWLEY'S PEAR FLAVORED GIN                | 750  | 6    | \$98.16    | \$29.99      | GIN       |          |
| MARTIGNETTI            | E.J. GALLO WINERY        | 8946    | THE DALMORE LUMINARY NO.3 17 YR SGL MLT   | 750  | 6    | \$1,362.80 | \$399.99     | SCOTCH    |          |
| MARTIGNETTI            | PROXIMO SPIRITS, INC.    | 75274   | KRAKEN GOLD SPICED RUM HINT VAN/CIN       | 50   | 60   | \$66.86    | \$2.29       | RUM       |          |
| MS WALKER              | M.S. WALKER, INC.        | 38354   | GRAINGER'S DELUXE ORG DBL ESPRESSO VDK    | 1000 | 12   | \$110.50   | \$16.99      | VODKA     |          |
| RNDC NEW HAMPSHIRE LLC | BROWN FORMAN BEVERAGE    | 25683   | JACK DANIEL'S 14 YR TENN BRL PRF 700ML    | 700  | 6    | \$507.37   | \$149.99     | WHISKEY   |          |
| RNDC NEW HAMPSHIRE LLC | BROWN FORMAN BEVERAGE    | 25470   | JACK DANIEL'S SB BP RYE PERSONAL COLL BTB | 750  | 6    | \$219.26   | \$64.99      | WHISKEY   |          |
| RNDC NEW HAMPSHIRE LLC | BROWN FORMAN BEVERAGE    | 62809   | OLD FORESTER MINT JULEP BOURBON CKTL      | 1000 | 12   | \$188.48   | \$27.99      | BOURBON   |          |
| RNDC NEW HAMPSHIRE LLC | BULLY BOY DISTILLERS     | 19310   | BULLY BOY BBN WHK BIB                     | 750  | 6    | \$168.65   | \$49.99      | BOURBON   |          |
| RNDC NEW HAMPSHIRE LLC | DISARONNO INTERNATIONAL  | 67442   | TIA MARIA COLD BREW LIQUEUR               | 1000 | 6    | \$100.00   | \$29.99      | CORDIALS  |          |
| RNDC NEW HAMPSHIRE LLC | LUXCO, INC.              | 102635  | PENELOPE CELEBRATION 3P:ARCT/BRL ST/4GRN  | 375  | 4    | \$140.16   | \$59.99      | BOURBON   |          |
| RNDC NEW HAMPSHIRE LLC | LUXCO, INC.              | 76352   | PENELOPE PROJECT X SBW BTB COGNAC CASK    | 750  | 6    | \$236.38   | \$69.99      | BOURBON   |          |
| RNDC NEW HAMPSHIRE LLC | SAZERAC CO., INC.        | 58275   | CUTWATER PINEAPPLE MARGARITA 4PK 355ML    | 355  | 6    | \$40.04    | \$12.99      | COCKTAILS |          |
| RNDC NEW HAMPSHIRE LLC | SAZERAC CO., INC.        | 58269   | CUTWATER STRAWBERRY MARGARITA 4PK 355ML   | 355  | 6    | \$40.04    | \$12.99      | COCKTAILS |          |



New Items for Commission Approval  
April 8, 2025

| Broker  | Supplier  | NABCA # | Description                              | Size | Pack | FOB      | Retail Price | Class    | Approved |
|---|---|---------|--|------|------|----------|--------------|----------|----------|
|  RUBY WINES NH |  RUBY WINES NH | 68173   | COOLE SWAN IRISH CREAM                   | 700  | 6    | \$135.32 | \$39.99      | CORDIALS |          |
|  RUBY WINES NH |  RUBY WINES NH | 32371   | ST GEORGE VALLEY GIN                     | 750  | 6    | \$108.05 | \$32.99      | GIN      |          |
| SOUTHERN GLAZERS LLC  | BEAM SUNTORY  | 76275   | MAKER'S MARK WOOD FIN V OAK RLS 25 LTO   | 750  | 6    | \$253.32 | \$74.99      | BOURBON  |          |
| SOUTHERN GLAZERS LLC  | HOTALING & CO.  | 65727   | FIERO BLANCO SERRANO INFUSED TEQUILA     | 750  | 6    | \$99.33  | \$29.99      | TEQUILA  |          |
| SOUTHERN GLAZERS LLC  | MHW, LTD  | 15323   | WHISTLEPIG WHEAT GRAVESTOCK LE AM OAK CS | 750  | 6    | \$246.00 | \$72.99      | WHISKEY  |          |
| SOUTHERN GLAZERS LLC  | OLD ELK DISTILLERIES  | 20307   | OLD ELK SINGLE BARREL STRT BBN WHSKY     | 750  | 6    | \$270.00 | \$79.99      | BOURBON  |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 16464   | 1792 BOTTLED IN BOND BUY-THE-BARREL      | 750  | 6    | \$144.91 | \$42.99      | BOURBON  |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 44341   | CALYPSO SPICED RUM                       | 1000 | 12   | \$51.46  | \$10.99      | RUM      |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 19307   | KENTUCKY GENTLEMAN BOURBON - BLEND       | 1000 | 12   | \$60.90  | \$11.99      | BOURBON  |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 53217   | PAUL MASSON GRANDE AMBER BRANDY          | 1000 | 12   | \$70.74  | \$12.99      | BRANDY   |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 38412   | SVEDKA 100 PRF VODKA                     | 50   | 120  | \$84.14  | \$1.79       | VODKA    |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 36314   | SVEDKA 100 PRF VODKA                     | 375  | 24   | \$94.46  | \$7.99       | VODKA    |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 36315   | SVEDKA 100 PRF VODKA                     | 750  | 12   | \$101.54 | \$15.49      | VODKA    |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 38411   | SVEDKA 100 PRF VODKA                     | 1750 | 6    | \$93.37  | \$26.99      | VODKA    |          |
| SOUTHERN GLAZERS LLC  | SAZERAC CO., INC.   | 38410   | SVEDKA 100 PRF VODKA                     | 200  | 24   | \$44.68  | \$4.79       | VODKA    |          |

**New Items for Commission Approval**

**April 8, 2025**

| <b>Broker</b>               | <b>Supplier</b>          | <b>NABCA #</b> | <b>Description</b>                     | <b>Size</b> | <b>Pack</b> | <b>FOB</b> | <b>Retail Price</b> | <b>Class</b> | <b>Approved</b> |
|-----------------------------|--------------------------|----------------|--|-------------|-------------|------------|---------------------|--------------|-----------------|
| SOUTHERN GLAZERS LLC        | SAZERAC CO., INC.        | 36577          | SVEDKA BLUE RASPBERRY FLV VODKA        | 1000        | 12          | \$105.48   | \$16.49             | VODKA        |                 |
| SOUTHERN GLAZERS LLC        | SAZERAC CO., INC.        | 37304          | SVEDKA CHERRY LIMEADE FLV VODKA        | 1750        | 6           | \$94.41    | \$26.99             | VODKA        |                 |
| SOUTHERN GLAZERS LLC        | SAZERAC CO., INC.        | 33657          | SVEDKA MANGO PINEAPPLE FLV VODKA       | 375         | 12          | \$47.67    | \$7.99              | VODKA        |                 |
| SOUTHERN GLAZERS LLC        | SAZERAC CO., INC.        | 36481          | SVEDKA SWEDISH VODKA                   | 200         | 24          | \$44.99    | \$4.79              | VODKA        |                 |
| SOUTHERN GLAZERS LLC        | SAZERAC CO., INC.        | 22026          | W.L. WELLER 12 YR KSBW                 | 750         | 12          | \$269.30   | \$39.99             | BOURBON      |                 |
| SOUTHERN GLAZERS LLC        | DIAGEO NORTH AMERICA INC | 89155          | DON JULIO REPOSADO TEQUILA             | 375         | 12          | \$197.32   | \$31.99             | TEQUILA      |                 |
| SOUTHERN GLAZERS LLC        | PERNOD RICARD USA        | 102602         | SKREWBALL PEANUT BUTTER 30-4P-50ML/BOX | 50          | 30          | \$154.00   | \$9.99              | WHISKEY      |                 |
| STONE FENCE BEVERAGE        | STONE FENCE BEVERAGE     | 65848          | QUIVER QUINCE FRUIT SPIRITS            | 750         | 6           | \$141.84   | \$41.99             | CORDIALS     |                 |
| UNBROKERED                  | ARBOR DISTILLERY LLC     | 45151          | PAMOLA GOLDEN RUM                      | 750         | 6           | \$111.00   | \$31.49             | RUM          |                 |
| <b>Total New Items : 39</b> |                          |                |  |             |             |            |                     |              |                 |

Label Changes for Commission Approval  
April 8, 2025

| Broker                  | Supplier               | Code  | Description        | Size  | Retail  | Change               | Approved |
|-------------------------|------------------------|-------|--------------------|-------|---------|----------------------|----------|
| SOUTHERN GLAZERS        | HOTALING & CO          | 36762 | NIKKA COFFEY VODKA | 750ML | \$39.99 | UPC AND LABEL CHANGE |          |
| SOUTHERN GLAZERS        | SUNTORY GLOBAL SPIRITS | 30236 | GILBEYS GIN        | 750ML | \$11.99 | UPC AND LABEL CHANGE |          |
| Total Label Changes - 2 |                        |       |                    |       |         |                      |          |

## Coupons/Rebates for Commission Approval

April 8, 2025

| Product  | Size                   | Offer                     | Effective | Expiration | Approved |
|--|------------------------|---------------------------|-----------|------------|----------|
| ANGELS ENVY - KENTUCKY STRAIGHT BOURBON WHISKEY OR FINISHED RYE WHISKEY  | 750ML                  | \$8 DIGITAL OR MIR        | 5/1/2025  | 8/31/2025  |          |
| APPLETON ESTATE JAMACIAN RUM   | 750ML OR LARGER        | \$5 DIGITAL               | 5/1/2025  | 7/29/2025  |          |
| BACARDI RUM - SUPERIOR, GOLD, BLACK, SPICED OR FLAVORED  | 750ML OR 1L            | \$3 DIGITAL OR MIR        | 5/1/2025  | 8/31/2025  |          |
| BACARDI RUM - SUPERIOR, GOLD, BLACK, SPICED OR FLAVORED  | 1.75L                  | \$5 DIGITAL OR MIR        | 5/1/2025  | 8/31/2025  |          |
| BOMBAY - DRY GIN OR SAPPHIRE GIN   | 1.75L                  | \$7 DIGITAL OR MIR        | 5/1/2025  | 8/31/2025  |          |
| BOMBAY - SAPPHIRE GIN OR SAPPHIRE PREMIER CRU GIN  | 700ML, 750ML OR 1L     | \$5 DIGITAL OR MIR        | 5/1/2025  | 8/31/2025  |          |
| BOYD AND BLAIR - ESPRESSO MARTINI OR BLOOD ORANGE COSMO  | 1L                     | \$10 DIGITAL              | 4/15/2025 | 7/31/2025  |          |
| DEWARS - 12Y OR 15Y; DEWARS - 18Y  | 750ML OR LARGER; 750ML | \$5 OR \$7 DIGITAL OR MIR | 5/1/2025  | 8/31/2025  |          |
| DEWARS - WHITE LABEL, 12Y, 15Y, CARIBBEAN SMOOTH, FRENCH CASK SMOOTH OR JAPANESE SMOOTH BLENDED SCOTCH WHISKY  | 750ML OR 1L            | \$5 DIGITAL OR MIR        | 5/1/2025  | 8/31/2025  |          |
| FIERO - HABANERO OR SERRANO  | 750ML                  | \$5 MIR                   | 4/1/2025  | 12/31/2025 |          |
| GENTLEMAN JACK OR WOODFORD RESERVE   | (2) 750ML OR LARGER    | \$12 DIGITAL OR MIR       | 6/1/2025  | 6/30/2025  |          |
| GENTLEMAN JACK OR WOODFORD RESERVE   | (2) 750ML OR LARGER    | \$8 IRC                   | 6/1/2025  | 6/30/2025  |          |
| GLENFIDDICH - ANY; THE BALVENIE SINGLE MALT  | 750ML OR LARGER        | \$10-\$25 DIGITAL         | 4/1/2025  | 6/30/2025  |          |
| GREY GOOSE - ORIGINAL VODKA; BOMBAY - SAPPHIRE GIN; TEQUILA CAZADORES - REPOSADO OR BLANCO; DEWARS - WHITE LABEL BLENDED SCOTCH WHISKY; ST. GERMAIN LIQUEUR; TEQUILA PATRON - SILVER, ANEJO OR REPOSADO; ANGELS ENVY KENTUCKY STRAIGHT BOURBON | (2) 375ML              | \$8 DIGITAL OR MIR        | 4/1/2025  | 9/30/2025  |          |

## Coupons/Rebates for Commission Approval

April 8, 2025

| Product  | Size                   | Offer               | Effective | Expiration | Approved |
|--|------------------------|---------------------|-----------|------------|----------|
| GREY GOOSE - VODKA OR FLAVORED VODKAS; BOMBAY - SAPPHIRE GIN OR DRY GIN; DEWAR'S - WHITE LABEL, 12Y, 15Y BLENDED SCOTCH WHISKY; TEQUILA CAZADORES - REPOSADO, BLANCO, SILVER, ANEJO OR REPOSADO  | (2) 1.75L              | \$15 DIGITAL OR MIR | 5/1/2025  | 8/31/2025  |          |
| GREY GOOSE - VODKA, ESSENCES OR FLAVORED VODKAS.   | 750ML OR 1L            | \$5 DIGITAL OR MIR  | 5/1/2025  | 8/31/2025  |          |
| GREY GOOSE - VODKA, ESSENCES OR FLAVORED VODKAS.   | 1.75L                  | \$7 DIGITAL OR MIR  | 5/1/2025  | 8/31/2025  |          |
| GREY GOOSE - VODKA, ESSENCES VODKA - ANY FLAVOR OR FLAVORED VODKAS; BOMBAY - SAPPHIRE GIN, SAPPHIRE PREMIER CRU GIN, DRY GIN OR BRAMBLE GIN; DEWARS - WHITE LABEL, 12Y OR 15Y BLENDED SCOTCH WHISKY; TEQUILA CAZADORES - REPOSADO, BLANCO, ANEJO, EXTRA ANEJO, ANEJO CRISTALINO OR CAFÉ; TEQUILA PATRÓN - SILVER, REPOSADO, ANEJO, EXTRA ANEJO OR ANEJO CRISTALINO; ANGEL'S ENVY - KENTUCKY STRAIGHT BOURBON WHISKEY OR FINISHED RYE WHISKEY | (2) 700ML, 750ML OR 1L | \$8 DIGITAL OR MIR  | 5/1/2025  | 8/31/2025  |          |
| GREY GOOSE ESSENCES - ANY FLAVOR   | 750ML OR 1L            | \$10 DIGITAL OR MIR | 4/1/2025  | 3/31/2026  |          |
| ILEGAL MEZCAL - JOVEN, REPOSADO OR ANEJO   | 750ML OR 1L            | \$10 DIGITAL OR MIR | 5/1/2025  | 8/31/2025  |          |
| JOHNNIE WALKER - ANY VARIANT; KETEL ONE - ANY VARIANT; OR TANQUERAY - ANY VARIANT  | 750ML OR LARGER        | \$3 IRC             | 5/1/2025  | 6/30/2025  |          |
| MIDDLE WEST SPIRITS - DARK PUMPERNICKEL, MICHELONE RESERVE BOURBON OR WHEAT WHISKEY  | 750ML                  | \$10-\$15 MIR       | 3/1/2025  | 5/31/2025  |          |
| MILAGRO TEQUILA - ANY VARIANT; HENDRICK'S GIN - ANY VARIANT; HUDSON - ANY VARIANT; AND REYKA VODKA - ANY VARIANT   | (1-2) 750ML OR LARGER  | \$5-\$20 DIGITAL    | 4/1/2025  | 8/31/2025  |          |
| SMUGGLERS NOTCH - ANY VARIANT  | (2) 750ML              | \$10 MIR            | 4/1/2025  | 12/31/2025 |          |
| TANTEO- ANY VARIANT  | 750ML                  | \$5 DIGITAL OR MIR  | 1/1/2025  | 12/31/2025 |          |
| TEQUILA CAZADORES - REPOSADO, BLANCO, ANEJO, EXTRA ANEJO, CRISTALINO OR CAFÉ   | 750ML OR LARGER        | \$5 DIGITAL OR MIR  | 4/1/2025  | 5/31/2025  |          |
| TEQUILA CAZADORES - REPOSADO, BLANCO, ANEJO, EXTRA ANEJO, CRISTALINO OR CAFÉ   | 750ML OR 1L            | \$5 DIGITAL OR MIR  | 5/1/2025  | 8/31/2025  |          |

**Coupons/Rebates for Commission Approval**  
**April 8, 2025**

| Product  | Size  | Offer                  | Effective | Expiration | Approved |
|--|-------|------------------------|-----------|------------|----------|
| TEQUILA PATRÓN - SILVER, REPOSADO OR ANEJO                                   | 1.75L | \$20 DIGITAL OR<br>MIR | 4/1/2025  | 7/31/2025  |          |
| TEQUILA PATRÓN - SILVER, REPOSADO, ANEJO, EXTRA ANEJO OR ANEJO<br>CRISTALINO | 750ML | \$8 DIGITAL OR<br>MIR  | 4/1/2025  | 7/31/2025  |          |
| <b>Total Coupons/Rebates - 29</b>  |       |                        |           |            |          |

LUXURY SPIRITS

MAINE LUXURY SPIRITS 3 MONTH TREND

| 3 Month Trend | January cases | February cases | March cases | Total 3 Months | % Change Prior Year | January \$  | February \$ | March \$    | Total 3 Months | % Change Prior Year | January Profit \$ | February Profit \$ | March Profit \$ | Total 3 Months | % Change Prior Year |
|---------------|---------------|----------------|-------------|----------------|---------------------|-------------|-------------|-------------|----------------|---------------------|-------------------|--------------------|-----------------|----------------|---------------------|
|               |               |                |             |                |                     |             |             |             |                |                     |                   |                    |                 |                |                     |
| FY25          | 3,078         | 3,210          | 3,011       | 9,299          | -3.66%              | \$1,174,249 | \$1,093,845 | \$1,127,853 | \$3,395,947    | -2.54%              | \$335,383         | \$307,208          | \$326,500       | \$969,091      | -0.77%              |
| FY24          | 3,198         | 3,376          | 3,078       | 9,652          |                     | \$1,175,850 | \$1,168,654 | \$1,139,944 | \$3,484,448    |                     | \$332,845         | \$321,248          | \$322,487       | \$976,580      |                     |
|               |               |                |             |                |                     |             |             |             |                |                     |                   |                    |                 |                |                     |
| Variance      | -120          | -166           | -67         | (353)          |                     | -\$1,601    | -\$74,809   | -\$12,091   | (\$88,501)     |                     | \$2,538           | -\$14,040          | \$4,013         | -\$7,489       |                     |

# Fiscal Year Comparison Through March 29, 2025



## Draw

| Game                    |           | FY 24             |           | FY 25             | Variance               | % Variance     |
|-------------------------|-----------|-------------------|-----------|-------------------|------------------------|----------------|
| Gimme5                  | \$        | 900,143           | \$        | 871,602           | \$ (28,541)            | -3.17%         |
| Lotto America           | \$        | 1,489,755         | \$        | 2,080,214         | \$ 590,459             | 39.63%         |
| Lucky for Life          | \$        | 4,961,262         | \$        | 4,985,176         | \$ 23,914              | 0.48%          |
| Pick 4                  | \$        | 3,556,775         | \$        | 3,460,528         | \$ (96,247)            | -2.71%         |
| Pick 3                  | \$        | 4,562,634         | \$        | 4,371,596         | \$ (191,038)           | -4.19%         |
| Megabucks               | \$        | 10,369,836        | \$        | 7,526,612         | \$ (2,843,224)         | -27.42%        |
| Mega Millions           | \$        | 15,642,044        | \$        | 11,525,446        | \$ (4,116,598)         | -26.32%        |
| Powerball               | \$        | 27,912,858        | \$        | 14,043,714        | \$ (13,869,144)        | -49.69%        |
| World Poker Tour        | \$        | 819,363           | \$        | -                 |                        |                |
| Cash POP                | \$        | -                 | \$        | 4,189,811         |                        |                |
| <b>Total Draw Sales</b> | <b>\$</b> | <b>69,395,306</b> | <b>\$</b> | <b>53,054,699</b> | <b>\$ (16,340,607)</b> | <b>-23.55%</b> |

|                  |           |                   |           |                   |                    |               |
|------------------|-----------|-------------------|-----------|-------------------|--------------------|---------------|
| <b>Fast Play</b> | <b>\$</b> | <b>11,580,845</b> | <b>\$</b> | <b>15,647,742</b> | <b>\$4,066,897</b> | <b>35.12%</b> |
|------------------|-----------|-------------------|-----------|-------------------|--------------------|---------------|

## Instant

|                       |           | FY 24              |           | FY 25              | Variance              | % Variance    |
|-----------------------|-----------|--------------------|-----------|--------------------|-----------------------|---------------|
| <b>Price Point</b>    |           |                    |           |                    |                       |               |
| \$1                   | \$        | 3,748,374          | \$        | 3,387,167          | \$ (361,207)          | -9.64%        |
| \$2                   | \$        | 12,149,884         | \$        | 10,595,636         | \$ (1,554,248)        | -12.79%       |
| \$3                   | \$        | 15,186,135         | \$        | 13,607,256         | \$ (1,578,879)        | -10.40%       |
| \$5                   | \$        | 54,721,455         | \$        | 59,285,490         | \$ 4,564,035          | 8.34%         |
| \$10                  | \$        | 57,193,500         | \$        | 56,559,240         | \$ (634,260)          | -1.11%        |
| \$20                  | \$        | 21,799,000         | \$        | 22,770,000         | \$ 971,000            | 4.45%         |
| \$25                  | \$        | 29,726,825         | \$        | 29,378,200         | \$ (348,625)          | -1.17%        |
| \$30                  | \$        | 39,892,590         | \$        | 37,036,980         | \$ (2,855,610)        | -7.16%        |
| <b>Total Instants</b> | <b>\$</b> | <b>234,417,763</b> | <b>\$</b> | <b>232,619,969</b> | <b>\$ (1,797,794)</b> | <b>-0.77%</b> |

|                       |           |                    |           |                    |                        |               |
|-----------------------|-----------|--------------------|-----------|--------------------|------------------------|---------------|
| <b>Total Combined</b> | <b>\$</b> | <b>315,393,914</b> | <b>\$</b> | <b>301,322,410</b> | <b>\$ (14,071,504)</b> | <b>-4.46%</b> |
|-----------------------|-----------|--------------------|-----------|--------------------|------------------------|---------------|



## LOTTERY PROFIT TRANSFER TO GENERAL FUND - FY 2025

|                | Current Fiscal Year Performance |                    |                     |               |  | Past Fiscal Years' Performance |                |                |                |
|----------------|---------------------------------|--------------------|---------------------|---------------|--|--------------------------------|----------------|----------------|----------------|
|                | Budget<br>FY25                  | Actual<br>FY25     | Variance<br>Dollars | Variance<br>% |  | Actual<br>FY24                 | Actual<br>FY23 | Actual<br>FY22 | Actual<br>FY21 |
| July           | \$ 5,384,615                    | \$ 5,692,839       | \$ 308,224          | 5.72%         |  | \$ 9,806,382                   | \$ 9,717,486   | \$ 6,947,748   | \$ 5,271,349   |
| August         | \$ 6,730,769                    | \$ 7,102,466       | \$ 371,697          | 5.52%         |  | \$ 5,183,984                   | \$ 4,164,540   | \$ 5,512,697   | \$ 6,929,644   |
| September      | \$ 5,384,615                    | \$ 5,728,269       | \$ 343,654          | 6.38%         |  | \$ 6,731,498                   | \$ 3,493,085   | \$ 4,726,583   | \$ 4,822,725   |
| October        | \$ 5,384,615                    | \$ 5,799,518       | \$ 414,903          | 7.71%         |  | \$ 1,967,191                   | \$ 6,675,164   | \$ 7,001,996   | \$ 5,891,358   |
| November       | \$ 6,730,769                    | \$ 6,447,169       | \$ (283,600)        | -4.21%        |  | \$ 5,635,499                   | \$ 7,184,011   | \$ 4,207,005   | \$ 4,884,356   |
| December       | \$ 5,384,615                    | \$ 7,648,330       | \$ 2,263,715        | 42.04%        |  | \$ 10,519,423                  | \$ 7,138,319   | \$ 7,560,351   | \$ 6,588,148   |
| January        | \$ 5,384,615                    | \$ 5,315,713       | \$ (68,902)         | -1.28%        |  | \$ 13,908,262                  | \$ 6,858,726   | \$ 5,233,306   | \$ 10,216,388  |
| February       | \$ 5,384,615                    | \$ 6,508,073       | \$ 1,123,458        | 20.86%        |  | \$ 5,390,259                   | \$ 4,162,612   | \$ 4,065,525   | \$ 4,697,925   |
| March          | \$ 6,730,769                    | \$ 8,207,370       | \$ 1,476,601        | 21.94%        |  | \$ 10,132,468                  | \$ 5,356,396   | \$ 8,336,659   | \$ 7,465,530   |
| April          | \$ 5,384,615                    |                    |                     |               |  | \$ 7,503,463                   | \$ 5,635,410   | \$ 7,114,263   | \$ 4,318,331   |
| May            | \$ 6,730,769                    |                    |                     |               |  | \$ 5,177,697                   | \$ 6,231,137   | \$ 5,612,671   | \$ 6,444,655   |
| June           | \$ 5,384,619                    |                    |                     |               |  | \$ 6,717,158                   | \$ 5,467,786   | \$ 5,005,102   | \$ 3,117,308   |
| Current FY YTD | \$ 52,499,997                   | \$ 58,449,747      | \$ 5,949,750        | 11.33%        |  | \$88,673,283                   | \$ 72,084,673  | \$ 71,323,906  | \$ 70,647,717  |
| Budget         | \$ 70,000,000                   |                    |                     |               |  |                                |                |                |                |
|                |                                 | FY24<br>YTD Profit | Variance<br>Dollars | %<br>Variance |  |                                |                |                |                |
| YOY Comparison |                                 | \$ 69,274,966      | \$ (10,825,219)     | -15.63%       |  |                                |                |                |                |
| Projected      | \$ 74,816,796                   |                    |                     |               |  |                                |                |                |                |

## 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                       |              |                |          |  | \$ 73,441                      | \$ 85,448         | \$ 35,089         | \$ 22,323        |
| May            | \$ 76,923                       |              |                |          |  | \$ 66,264                      | \$ 79,279         | \$ 36,210         | \$ 60,231        |
| June           | <u>\$ 61,542</u>                |              |                |          |  | <u>\$ 169,856</u>              | <u>\$ 171,189</u> | <u>\$ 105,123</u> | <u>\$ 25,904</u> |
| Current FY YTD | \$ 599,997                      | \$ 429,148   | \$ (170,849)   | -28.47%  |  | \$1,409,196                    | \$ 1,107,570      | \$ 741,928        | \$ 472,336       |
| Budget         | \$ 800,000                      |              |                |          |  |                                |                   |                   |                  |
|                |                                 | FY23         | Variance       | %        |  |                                |                   |                   |                  |
|                |                                 | YTD Profit   | Dollars        | Variance |  |                                |                   |                   |                  |
| YOY Comparison |                                 | \$ 1,099,636 | \$ (670,488)   | -60.97%  |  |                                |                   |                   |                  |
| Projected      | \$ 549,958                      |              |                |          |  |                                |                   |                   |                  |

*April 8, 2025*

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**New Instant Games for Approval**



- Top Prize \$15,000.
- BEAT THE DEALER theme with 2X and WIN ALL features.
- Overall odds 1:4.15
- Quantity: 960,000
- Game number 680

If YOUR CARD beats the DEALER'S CARD, win PRIZE for that game. Reveal a "COINS," symbol, win double the PRIZE for that symbol. Reveal an "ACE" symbol, WIN ALL TEN PRIZES! Each GAME played separately.





- Top Prize \$100,000.
- KEY NUMBER MATCH with 3 BONUS SPOTS, an INSTANT WIN and a 3X multiplier feature.
- Overall odds 1:3.78
- Quantity: 1,200,000
- Game number 683

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown. Reveal a “DIAMOND” symbol, win PRIZE shown instantly. Reveal a “LUCK” symbol, win 3X the PRIZE shown.

BONUS SPOTS: Reveal a “\$10 BURST, win \$10 instantly!  
 Reveal a “\$25 BURST, win \$25 instantly!  
 Reveal a “\$50 BURST, win \$50 instantly!

