

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, October 8, 2024
Virtual component using Zoom

Call to Order:

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

Roll Call

Commissioners in Attendance: Elizabeth Fitzgerald, Julie Sheehan, Kim Monaghan, and John Schneck

BABLO/DAFS Staff in attendance: Louis Luchini, Director; Lisa Rodrigue, Lottery Marketing Manager; Daniel Meaney, Lottery Games Manager; Niall Breen, Operations/Security Supervisor; Judy Thomas, Marketing Specialist; Susan Spencer, Deputy Director, General Government Service Center (GGSC); Deanna Lefebvre, Senior Financial Analyst, GGSC; Jennifer Griffin, Senior Staff Accountant, GGSC; Nicholle Clark, Liquor Operations Associate; Julie Waller, Clerk of the Commission

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons and Don Potter

Scientific Games in attendance (Lottery portion only): Renee Loring, Greta Cerce, and Darrell Frecker, Carolyn Dennett, Ron Miguel

Fuseideas in attendance (Lottery portion only): Steve Mason

Others in attendance:

Spirits portion only: John Ajay, Zach Redmann and Kyle Riggs, Southern Glazer's; Patrick Murphy, Martignetti; Gary Duncklee and Shannon Guilmet RNDC; Tim Blue, Rooper's; Seth Ferris, MS Walker; Dean Nowell, Bow Street; Micheal Meir, RSVP; Peter Murphy, Ruby Wines; Annie Hansen and Peter Hansen, Arbor Distillery; Dave Makson, Damon's Beverage; Ellie Espling, Serra Public Affairs, Andrew Roth-Wells, Preti Flaherty.

Lottery portion only: Mark Basedow, Lotto.com

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the September 17, 2024, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Director Louis Luchini reported that several staff members are at the NABCA Administrator's Conference in Montana. Director Luchini reported on the modernization project. This project will move our paper-based licensing and tax collection to an online platform. This project will go live on October 28, 2024. Municipal officials will have the ability to approve applications in the new system. The new system will eliminate the paper application and once a municipality grants approval in the system, BABLO can process applications much faster than the current process of waiting for paper applications.

Director Luchini reported on September 2024 sales as follows:

Sales report for September:

- Shipping days: 21 TY vs. 21 LY
- Cases sold were 112,022 TY vs. 114,548 LY; -2.21%
- Dollar Sales were \$19,753,535 TY vs. \$19,881,252 LY; -0.64%
 - Bailment collected: \$296,719
 - Depletion allowances: \$1,834,813

Sales report for YTD:

- Cases sold were: 411,491 TY vs. 410,340 LY; +0.28%
- Dollar Sales were: \$70,849,365 TY vs \$69,521,605 LY; +1.91%
- Shipping days were 66 TY vs. 65 LY
- Spirits Financial Activity YTD - FY 2025 vs FY 2024
 - Spirits Operating Profits - \$6,292,265 vs \$6,424,337 vs -2.06%
 - Spirits Profits Transfers - \$9,324,552 vs \$6,943,139 +34.30%
- Budget to Actual Financial Performance

Director Luchini reported the following sales reports (sales reports attached to the minutes):

- Sales Comparisons by County for Maine
- Top 25 Agents in 3 Month Case Sales Increase
- Maine Luxury Spirits 3 Month Trend

New Business: None

Old Business: None

New Product Listings:

Director Luchini presented thirty-six (36) new product listings for October 2024. A motion was made by Commissioner Monaghan to approve all the items presented for listing; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (New product listings distributed and attached to the minutes.)

Value Added Packs:

Director Luchini presented two (2) VAP/Seasonal listings for October 2024. A motion was made by Commissioner Monaghan to accept the label/package change as presented; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (VAP/Seasonal listings distributed and attached to the minutes.)

Rebates:

Director Luchini presented twenty-six (26) rebates/coupons for October 2024. 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 Schneck. 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:
 - Halloween 2024
 - Halloween Website Theme
 - September App Content Trends
 - September 2024 Social Performance
 - Facebook Reach- 205,946
 - Facebook Engagement- 15,961
 - Instagram Reach- 61.2k
 - Instagram Engagement- 2,215
 - September 2024 Top Social Posts
 - September 2024 Email Marketing – 29% open rate last month
 - September 2024 In The Know Newsletter – 26.4% open rate
 - Maine Spirits App – Launched January 2018, Total Downloads – 143,309; New Downloads – 2,261
 - September Push Notifications Results
 - September Happy Hour Videos
 - September Katya Videos

Other Business: None

Public Comments: None

The next Commission meeting is scheduled for Tuesday, November 12, 2024, at 10:00 a.m.
The December 2024 meeting is tentatively scheduled for December 10, 2024, at 10:00 a.m.

Lottery Operations:

Director Louis Luchini reported that the Maine Lottery is continuing with its 50th anniversary activities. There was a Wearhouse Dash event on September 28, 2024, at Thompson's Point in Portland. There were winners from each of the Tri-States (Vermont, New Hampshire, and Maine) who participated. The preliminary numbers for costs of the Wearhouse Dash event are over \$180,000 worth of prizes. Maine Lottery is hosting a 50th anniversary event coming up at the Augusta Civic Center on October 26, 2024. Maine will be hosting the Tri-State meeting November 13 - 15, 2024, in Portland.

Director Luchini reported on YTD (through September 28, 2024) sales as follows:

- Draw Sales FY25 \$17,200,415; -\$9,037,326 or -34.44%
- Fast Play Sales FY25 \$4,971,032; +\$1,970,052 or +65.65%
- Instant Game Sales FY25 \$79,018,806; -\$1,119,991 or -1.40%
- Total Combined Sales FY25 \$101,190,253; -\$8,187,265 or -7.49%

- Lottery Profit Transfer to General Fund
 - September Actual FY25 \$5,728,269; +\$343,654 to Budget +6.38%
 - YTD Actual FY25 \$18,523,574; +\$1,023,575 to Budget +5.85%

- Profit Transfer to Outdoor Heritage Fund
 - September Actual FY25 \$28,075; -\$33,463 to Budget -54.38%
 - YTD Actual FY25 \$103,260; -\$96,739 to Budget +48.37%

(Fiscal Year Comparison and Monthly Profit Report attached to minutes)

New Business: Rulemaking, Chapter 20 Powerball Rules

Double-play is an add on feature to the Powerball game. This is an option for players. This is a second drawing with a new set of draw numbers that players can play using same numbers as their Powerball ticket. This gives players a chance to win additional prizes for an additional one dollar. This double-play feature has a set top prize of \$10 million dollars along with many other prizes. The game is projected to launch on October 27, 2024.

A motion was made by Commissioner Monaghan that the commission adopt the basis statement as presented for the changes to the Powerball rules; the motion was seconded by Commissioner Sheehan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

A motion was made by Commissioner Monaghan that the commission approve the amended Powerball rules as presented to be effective October 27, 2024; 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

Approval of New Games:

Marketing Manager Lisa Rodrigue presented five (5) new games for approval.

- (\$1) CA\$H CRU\$H
- (\$5) \$100,000 JACKPOT
- (\$5) SHOW ME THE BENJAMINS
- (\$10) ULTIMATE BONUS PAYOUT
- (\$10) \$50 OR \$100

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Monaghan. 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 Sheehan reported about the Wearhouse Dash event on September 28, 2024, at Thompson's Point in Portland. She said it was an amazing event, and all involved had a great time. She praised Scientific Games for a job well done. Commissioner Sheehan provided an update on the 50th anniversary event on October 26, 2024, at the Augusta Civic Center. The doors will open for this event at 1:15 p.m. Commissioner Sheehan provided information about the Tri-State meeting in November. The deadline to sign up for this meeting was October 7, 2024.

Scientific Games:

Darrell Frecker congratulated everyone involved with the Wearhouse Dash event because it was a great event. Darrell reported that currently they are working to complete Double-Play. Darrell reported that they are working with Spectra and Maine Lottery to make sure everything will be ready. Scientific Games software is currently ready. Darrell reported that they are working on Mega Millions with the five-dollar price point. He stated that they are almost six months in advance of schedule.

Greta Cerce reported that three Fast-Play games just re-launched Sunday, October 6, 2024. Greta reported that the Royal Cash instant ticket launched on October 3, 2024, at a \$20 price point. Greta reported that the Royal Cash Fast-Play progressive game will launch October 13, 2024. Greta provided an update about some recent big winners. Greta reported that the Secret Santa RewardME promotion is running from October 1, 2024, through January 13, 2025. Greta reported that there are three Points for Drawings currently active. Greta reported on the First Ticket Entered Promotion for September. Greta reported on the RewardME: Second-Chance Promotion comparison by tickets entered 2022 – 2024, excluding Reindeer Run and Sizzlin' Summer promotions. Greta reported that a new episode of the Maine Lottery Minute will be released Friday October 11, 2024.

Fuseideas:

Steve Mason provided a recap for September. Steve reported that the 50th Anniversary campaign ran from September 1-15, 2024. This campaign included television, radio, POS, and digital promotions. Steve reported that the Monopoly campaign began on September 16, 2024, and will run through October 31, 2024. This campaign includes television, radio, POS, and digital promotion. Steve provided an update on the Maine Lottery 50th anniversary event that will be held at the Augusta Civic Center on October 26, 2024.

Steve displayed the invitation packet of materials for the commission and attendees to view. Steve reported about the upcoming Holiday campaign that will run November 11, 2024, through December 31, 2024. This campaign will include television, radio, POS, and digital promotion.

Other Business: None

Public Comment: None

Adjournment:

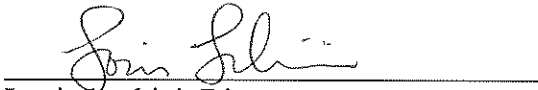
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There being no further business Commissioner Sheehan made a motion to adjourn; the motion was seconded by Commissioner Monaghan. The meeting adjourned at 11:40 am.



Elizabeth Fitzgerald, Chair
Maine State Liquor & Lottery Commission



Louis Luchini, Director
Bureau of Alcoholic Beverages & Lottery Operations

**Maine Spirits Business Activity for
September 2024
Prepared by Pine State Spirits**

Sales Data 9/1/2024 - 9/30/2024		Monthly							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		21	21	0					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		114,548	112,022	(2,527)	-2.21%	5,455	5,334	-2.21%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 19,881,252	\$ 19,753,535	\$ (127,716)	-0.64%	\$ 946,726	\$ 940,645	-0.64%	
Cost of Goods Sold		\$ 13,678,360	\$ 13,630,482	\$ (47,878)	-0.35%				
Depletion Allowances		\$ (1,922,229)	\$ (1,834,813)						
Total Cost of Good Sold		\$ 11,756,131	\$ 11,795,669	\$ 39,538	0.34%				
Sales Data 7/1/2024 - 9/30/2024		Year to Date							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		65	66	1					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		410,340	411,491	1,151	0.28%	6,313	6,235	-1.24%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 69,521,605	\$ 70,849,365	\$ 1,327,760	1.91%	\$ 1,069,563	\$ 1,073,475	0.37%	
Cost of Goods Sold		\$ 49,055,601	\$ 50,030,590	\$ 974,989	1.99%				
Depletion Allowances		\$ (5,153,899)	\$ (5,057,040)						
Total Cost of Good Sold		\$ 43,901,702	\$ 44,973,550	\$ 1,071,848	2.44%				
Other Revenue		Monthly Data				Year to Date Data			
				Variance				Variance	
		Prior Year	Current Year	Actual	%	Prior Year	Current Year	Actual	%
Premium Tax		\$ 248,913	\$ 244,936	\$ (3,977)	-1.60%	\$ 896,008	\$ 900,358	\$ 4,350	0.49%
Bailment		\$ 288,875	\$ 296,719	\$ 7,843	2.72%	\$ 860,122	\$ 866,322	\$ 6,200	0.72%
Depletion Allowances		\$ 1,922,229	\$ 1,834,813	\$ (87,416)	-4.55%	\$ 5,153,899	\$ 5,057,040	\$ (96,859)	-1.88%

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	\$ -	\$ 20,445,885		\$ -	\$ 14,973,382		\$ -	\$ 5,472,503		\$ -	\$ 2,892,251	\$ -	\$ 8,364,754	
November	\$ 20,797,829	\$ 18,125,677	\$ -	\$ 20,797,829		\$ -	\$ 15,433,608		\$ -	\$ 5,364,221		\$ -	\$ (1,491,929)	\$ -	\$ 3,872,292	
December	\$ 23,019,035	\$ 23,592,555	\$ -	\$ 23,019,035		\$ -	\$ 17,355,154		\$ -	\$ 5,663,881		\$ -	\$ (2,079,138)	\$ -	\$ 3,584,743	
January	\$ 18,268,178	\$ 16,751,480	\$ -	\$ 18,268,178		\$ -	\$ 12,770,251		\$ -	\$ 5,497,927		\$ -	\$ 2,539,744	\$ -	\$ 8,037,671	
February	\$ 18,860,218	\$ 17,165,600	\$ -	\$ 18,860,218		\$ -	\$ 14,247,927		\$ -	\$ 4,612,291		\$ -	\$ (253,109)	\$ -	\$ 4,359,183	
March	\$ 17,737,547	\$ 19,136,483	\$ -	\$ 17,737,547		\$ -	\$ 13,078,605		\$ -	\$ 4,658,942		\$ -	\$ 130,398	\$ -	\$ 4,789,340	
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	\$ 74,320,233	\$ 66,168,629	\$ 75,514,306	\$ 74,320,233	1.61%	\$ 55,871,924	\$ 54,878,755	1.81%	\$ 19,642,383	\$ 19,441,478	1.03%	\$ 2,126,947	\$ 357,306	\$ 21,769,330	\$ 19,798,784	9.95%

* 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	\$ -				\$ 5,472,503	\$ 5,354,796	\$ 4,880,468	\$ 4,960,470
November	\$ 5,614,755	\$ -				\$ 5,364,221	\$ 5,339,086	\$ 4,736,689	\$ 4,571,261
December	\$ 6,224,961	\$ -				\$ 5,663,881	\$ 5,907,314	\$ 5,685,526	\$ 5,478,292
January	\$ 4,921,104	\$ -				\$ 5,497,927	\$ 5,568,271	\$ 5,022,547	\$ 5,310,870
February	\$ 5,083,144	\$ -				\$ 4,612,291	\$ 4,510,531	\$ 4,330,259	\$ 3,975,319
March	\$ 4,774,473	\$ -				\$ 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	\$ 20,117,011	\$ 19,642,383	\$ (474,629)	-2.36%		\$ 67,015,575	\$ 67,177,591	\$ 63,061,316	\$ 61,782,878
Budget	\$ 69,975,821								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 19,441,478	\$ 200,904	1.03%					
Projected	\$ 67,708,100								

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	\$ -				\$ 8,364,754	\$ 8,482,477	\$ 5,452,318	\$ 4,833,933
November	\$ 5,500,000	\$ -				\$ 3,872,292	\$ 3,969,443	\$ 6,417,132	\$ 7,077,873
December	\$ 5,500,000	\$ -				\$ 3,584,743	\$ 3,837,013	\$ 3,086,738	\$ 1,893,254
January	\$ 5,500,000	\$ -				\$ 8,037,671	\$ 8,039,596	\$ 7,169,313	\$ 6,995,925
February	\$ 5,500,000	\$ -				\$ 4,359,183	\$ 5,146,656	\$ 5,115,925	\$ 3,374,817
March	\$ 5,500,000	\$ -				\$ 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	<u>\$ 5,500,000</u>	<u>\$ -</u>				\$ 4,666,222	\$ 4,222,768	\$ 4,205,352	\$ 7,516,843
Current FY YTD	\$ 16,500,000	\$ 21,769,330	\$ 5,269,330	31.94%		\$ 67,146,758	\$ 66,680,803	\$ 62,087,907	\$ 60,719,430
Budget	\$ 66,000,000								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 19,798,784	\$ 1,970,546	9.95%					
Projected	\$ 73,829,782								

October 4, 2024

Liquor Operations Monthly and Annual Net Receipts Budget and Actual Performance Comparison
State Fiscal Year 2025, as of September 30, 2024

	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	-	-	-	-	-	-	-	-	-	75,514,306
Cost of Goods Sold	(18,939,800)	(17,460,314)	(13,630,482)	-	-	-	-	-	-	-	-	-	(50,030,596)
Warehousing & Distribution	(1,339,657)	(1,229,570)	(999,408)	-	-	-	-	-	-	-	-	-	(3,568,635)
Trade Marketing	(596,515)	(546,601)	(442,938)	-	-	-	-	-	-	-	-	-	(1,586,054)
Gross Profit	6,848,149	6,980,993	6,499,879	-	-	-	-	-	-	-	-	-	20,329,022
BABLO Operating Costs	(121,570)	(357,455)	(207,614)	-	-	-	-	-	-	-	-	-	(686,639)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	6,726,580	6,623,538	6,292,265	-	-	-	-	-	-	-	-	-	19,642,383
Variance													
Gross Sales	2,599,430	(1,189,882)	(215,475)	-	-	-	-	-	-	-	-	-	1,194,073
Cost of Goods Sold	(2,922,800)	11,686	259,518	-	-	-	-	-	-	-	-	-	(2,651,596)
Warehousing & Distribution	(1,583)	221,504	173,666	-	-	-	-	-	-	-	-	-	393,587
Trade Marketing	(31,515)	70,399	47,063	-	-	-	-	-	-	-	-	-	85,946
Gross Profit	(356,468)	(886,293)	264,772	-	-	-	-	-	-	-	-	-	(977,989)
BABLO Operating Costs	280,430	81,545	141,386	-	-	-	-	-	-	-	-	-	503,361
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	(76,038)	(804,749)	406,158	-	-	-	-	-	-	-	-	-	(474,629)
Transfer to Undedicated revenue													
Operating Profit	6,726,580	6,623,538	6,292,265	-	-	-	-	-	-	-	-	-	19,642,383
Outstanding Receivables	1,347,160	(2,252,500)	3,032,287	-	-	-	-	-	-	-	-	-	2,126,947
Other Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-
Transfer to Undedicated revenue	8,073,739	4,371,038	9,324,552	-	-	-	-	-	-	-	-	-	21,769,330
Performance Indicators													
Actual/Budget Indicators													
Sales	110.3%	95.7%	99.0%										29.2%
COGS	118.2%	99.9%	98.1%										30.3%
Operating Profit	98.9%	89.2%	106.9%										28.1%
Actual Performance Indicators													
COGS/Sales	68.3%	66.6%	63.2%										66.3%
Operating Profit/Sales	24.3%	25.3%	29.2%										26.0%

Maine County Case Analysis through September 2024

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	409,697	408,349	0.33%	1,347	757,768	768,233	-1.36%	-10,464	1,060,441	1,081,600	-1.96%	-21,159
ANDROSCOGGIN	33,221	33,194	0.08%	27	62,624	63,316	-1.09%	-692	90,662	92,516	-2.00%	-1,854
AROOSTOOK	14,288	14,178	0.78%	110	27,820	27,436	1.40%	385	40,314	40,436	-0.30%	-122
CUMBERLAND	117,754	116,121	1.41%	1,633	213,786	216,926	-1.45%	-3,139	292,625	299,632	-2.34%	-7,007
FRANKLIN	10,045	9,924	1.22%	122	18,763	17,945	4.56%	819	28,362	28,299	0.22%	63
HANCOCK	24,164	24,330	-0.68%	-166	41,707	42,650	-2.21%	-943	54,225	55,184	-1.74%	-959
KENNEBEC	34,476	34,445	0.09%	31	65,894	66,503	-0.92%	-609	94,994	96,178	-1.23%	-1,185
KNOX	10,511	10,562	-0.49%	-52	19,428	20,054	-3.12%	-626	27,481	28,494	-3.55%	-1,013
LINCOLN	11,071	10,959	1.02%	112	20,180	20,460	-1.36%	-279	27,585	28,120	-1.90%	-535
OXFORD	12,070	12,404	-2.69%	-334	22,524	23,517	-4.22%	-993	32,380	33,963	-4.66%	-1,583
PENOBSCOT	44,210	44,322	-0.25%	-112	84,128	85,574	-1.69%	-1,445	120,155	122,741	-2.11%	-2,586
PISCATAQUIS	4,680	4,899	-4.47%	-219	8,550	8,965	-4.63%	-415	11,901	12,794	-6.98%	-893
SAGadahoc	9,144	9,024	1.34%	121	17,320	17,298	0.13%	22	24,776	24,953	-0.71%	-177
SOMERSET	12,414	12,170	2.00%	243	23,644	23,355	1.23%	288	34,032	33,677	1.06%	355
WALDO	7,516	7,679	-2.12%	-163	14,327	14,793	-3.15%	-466	20,307	21,008	-3.33%	-701
WASHINGTON	8,545	8,695	-1.73%	-150	16,146	16,668	-3.13%	-522	22,947	23,424	-2.04%	-477
YORK	55,587	55,443	0.26%	144	100,925	102,774	-1.80%	-1,849	137,694	140,182	-1.78%	-2,488
Months Included:	Sep 24, Aug 24, Jul 24	Sep 23, Aug 23, Jul 23			Sep 24, Aug 24, Jul 24, Jun 24, May 24, Apr 24	Sep 23, Aug 23, Jul 23, Jun 23, May 23, Apr 23			Sep 24, Aug 24, Jul 24, Jun 24, May 24, Apr 24, Mar 24, Feb 24, Jan 24	Sep 23, Aug 23, Jul 23, Jun 23, May 23, Apr 23, Mar 23, Feb 23, Jan 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	Sep-24	Aug-24	Jul-24	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff
1	927285	R.S.V.P. PORTLAND	AGN-2005-442	PORTLAND ,ME	CUMBERLAND	4,966.53	6,722.02	8,295.45	19,984.00	19,360.62	3.22%	623.37
2	939033	MAINELY PROVISIONS	AGN-2020-12701	KINGFIELD ,ME	FRANKLIN	281.22	574.37	668.08	1,523.68	1,012.63	50.47%	511.04
3	936450	BOW STREET BEVERAGE	AGN-2016-866	PORTLAND ,ME	CUMBERLAND	8,597.73	11,507.28	11,578.54	31,683.56	31,208.59	1.52%	474.97
4	936484	DAMON'S BEV WATERVILLE	AGN-2017-867	WATERVILLE ,ME	KENNEBEC	1,237.78	1,516.84	1,783.95	4,538.57	4,072.19	11.45%	466.38
5	937656	STOMPERS	AGN-2018-1058	HOLDEN ,ME	PENOBSCOT	1,016.08	2,066.39	1,541.37	4,623.84	4,160.89	11.13%	462.95
6	937052	DAMON'S BEV BANGOR	AGN-2018-1061	BANGOR ,ME	PENOBSCOT	1,822.11	2,152.70	2,168.35	6,143.17	5,697.60	7.82%	445.57
7	933705	BJ'S WHOLESALE #29 PRTLND	AGN-2011-688	PORTLAND ,ME	CUMBERLAND	71.99	206.79	485.06	763.83	550.05	38.87%	213.79
8	932699	PATMANS	AGN-2009-613	WINDHAM ,ME	CUMBERLAND	562.81	839.26	925.75	2,327.81	2,115.85	10.02%	211.96
9	929034	J.D.'S PACKAGE STORE, INC	AGN-2004-413	EAST WATERBORO ,ME	YORK	1,311.72	1,762.44	1,949.68	5,023.84	4,822.78	4.17%	201.06
10	933697	BJ'S WHOLESALE #310 AUBRN	AGN-2011-687	AUBURN ,ME	ANDROSCOGGIN	105.14	225.95	413.07	744.17	553.38	34.48%	190.79
11	932145	DAMON'S BEV AUGUSTA	AGN-2009-568	AUGUSTA ,ME	KENNEBEC	1,099.63	1,759.91	1,473.98	4,333.52	4,159.03	4.20%	174.49
12	926253	SHAW'S #2550 AUBURN	AGN-2003-283	AUBURN ,ME	ANDROSCOGGIN	313.05	376.19	334.45	1,023.68	855.21	19.70%	168.47
13	935593	BAR HARBOR SPIRIT CO. LLC	AGN-2015-811	BAR HARBOR ,ME	HANCOCK	1,148.09	1,433.09	1,588.31	4,169.49	4,008.95	4.00%	160.54
14	929950	JOHN'S SHURFINE FOOD	AGN-2004-414	FORT KENT ,ME	AROOSTOOK	108.94	145.19	134.11	388.23	231.30	67.85%	156.93
15	932046	BOOTLEGGERS TOPSHAM	AGN-2008-562	TOPSHAM ,ME	SAGadahoc	638.63	882.44	957.18	2,478.25	2,329.58	6.38%	148.67
16	928200	ROOPERS LEWISTON MAIN ST	AGN-2001-337	LEWISTON ,ME	ANDROSCOGGIN	399.79	639.99	532.11	1,571.89	1,426.52	10.19%	145.37
17	928192	ROOPERS LEWISTON SAB ST	AGN-2001-336	LEWISTON ,ME	ANDROSCOGGIN	569.45	710.08	563.30	1,842.84	1,703.28	8.19%	139.55
18	939207	MARKET BASKET-WESTBROOK	AGN-2020-12884	WESTBROOK ,ME	CUMBERLAND	294.87	746.58	511.23	1,552.69	1,416.23	9.63%	136.45
19	933424	HANNAFORD #8251 GRAY	AGN-2011-663	GRAY ,ME	CUMBERLAND	408.60	483.93	552.83	1,445.35	1,319.93	9.50%	125.42
20	940429	CARIBOU SAVE-A-LOT	AGN-2022-14522	CARIBOU ,ME	AROOSTOOK	101.36	109.13	102.29	312.78	188.78	65.69%	124.00
21	932780	SAM'S CLUB #6462 AUGUSTA	AGN-2009-610	AUGUSTA ,ME	KENNEBEC	431.42	697.34	637.76	1,766.52	1,643.47	7.49%	123.05
22	936682	ROOPERS OXFORD	AGN-2017-882	OXFORD ,ME	OXFORD	391.79	637.98	514.00	1,543.76	1,423.69	8.43%	120.08
23	928465	SHAW'S #2538 N WINDHAM	AGN-2003-367	N WINDHAM ,ME	CUMBERLAND	156.08	289.57	323.46	769.11	651.21	18.11%	117.90
24	932541	BIG APPLE #1037 BELFAST	AGN-2009-589	BELFAST ,ME	WALDO	125.02	140.83	175.44	441.29	323.68	36.34%	117.62
25	940007	HANNAFORD #8446 BRUNSWICK	AGN-2021-13920	BRUNSWICK ,ME	CUMBERLAND	364.69	450.11	511.76	1,326.55	1,210.62	9.58%	115.93
				TOTAL		26,524.51	37,076.40	38,721.51	102,322.42	96,446.06	6.09%	5,876.35

Sales Region				Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year
State of Maine				409,697	408,349	0.33%	1,347

Top 25 Agents % of 3 month Business

24.98%

23.62%

LUXURY SPIRITS

MAINE LUXURY SPIRITS 3 MONTH TREND

3 Month Trend	July Cases	August Cases	September Cases	Total 3 Months	% Change Prior Year	July \$	August \$	September \$	Total 3 Months	% Change Prior Year	July Profit \$	August Profit \$	September Profit \$	Total 3 Months	% Change Prior Year
FY24	5,967	4,968	4,409	15,344	2.70%	\$2,203,408	\$1,782,455	\$1,661,243	\$5,647,106	4.13%	\$600,418	\$472,591	\$453,829	\$1,526,838	1.56%
FY23	5,248	5,260	4,432	14,940		\$1,897,652	\$1,920,823	\$1,604,495	\$5,422,970		\$527,592	\$530,231	\$445,622	\$1,503,445	
Variance	719	-292	-23	404		\$305,756	-\$138,368	\$56,748	\$224,136		\$72,826	-\$57,640	\$8,207	\$23,393	

New Items for Commission Approval
October 8, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
HPM ASSOCIATES	FLIGHT SPIRITS	75965	FLIGHT SPIRITS AMERICANO VODKA COFFEE	750	6	\$67.50	\$19.99	VODKA	
HPM ASSOCIATES	FLIGHT SPIRITS	18315	FLIGHT SPIRITS FLIGHT 1923 SBW	750	6	\$134.83	\$39.99	BOURBON	
HPM ASSOCIATES	FLIGHT SPIRITS	38332	FLIGHT SPIRITS FLIGHT VDK 7 TIMES DIST	750	12	\$48.02	\$9.99	VODKA	
HPM ASSOCIATES	GALAXY MARKETING	78380	DILL*ISH PICKLEBACK SHOT DILL PICKLE VDK	750	12	\$135.85	\$19.99	VODKA	
HPM ASSOCIATES	GALAXY MARKETING	78381	DILL*ISH PICKLEBACK SHOT SPCY PICKLE VDK	750	12	\$135.85	\$19.99	VODKA	
HPM ASSOCIATES	MHW, LTD	88947	COMISARIO ANEJO TEQUILA	750	6	\$252.67	\$75.99	TEQUILA	
HPM ASSOCIATES	MHW, LTD	85014	COMISARIO BLANCO DIA DE LA MORTAS TEQ	750	6	\$149.33	\$44.99	TEQUILA	
HPM ASSOCIATES	MHW, LTD	87375	COMISARIO BLANCO TEQUILA	750	6	\$149.33	\$44.99	TEQUILA	
HPM ASSOCIATES	MHW, LTD	88949	COMISARIO REPOSADO TEQUILA	750	6	\$172.67	\$51.99	TEQUILA	
MARTIGNETTI	E.J. GALLO WINERY	26576	HORSE SOLDIER SIGNATURE SMALL BATCH BBN	750	6	\$253.43	\$74.99	BOURBON	
MARTIGNETTI	E.J. GALLO WINERY	18650	HORSE SOLDIER STRAIGHT BOURBON WHISKEY	750	6	\$185.70	\$54.99	BOURBON	
MARTIGNETTI	E.J. GALLO WINERY	26572	HORSE SOLDIER RSV BRL STRAIGHT BBN	750	6	\$304.16	\$89.99	BOURBON	
MARTIGNETTI	MARTIGNETTI	17485	COOPERSTOWN BASEBALL BTL W/JIM RICE SIG	750	6	\$473.50	\$139.99	BOURBON	
MARTIGNETTI	PRESTIGE BEVERAGE	88191	SIEMPRE ANEJO TEQUILA	750	6	\$182.67	\$54.99	TEQUILA	
MARTIGNETTI	PRESTIGE BEVERAGE	88181	SIEMPRE PLATA TEQUILA	750	6	\$149.30	\$44.99	TEQUILA	
MARTIGNETTI	PRESTIGE BEVERAGE	87944	SIEMPRE REPOSADO TEQUILA	750	6	\$166.00	\$49.99	TEQUILA	

New Items for Commission Approval
October 8, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
MS WALKER	M.S. WALKER, INC.	72143	ST ELDER ESPRESSO COFFEE LIQ	375	12	\$74.97	\$11.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	BROWN FORMAN BEVERAGE	25744	JACK DANIEL'S SGL BRL PR SP RLS COY HILL	700	6	\$287.35	\$84.99	WHISKEY	
RNDC NEW HAMPSHIRE LLC	BROWN FORMAN BEVERAGE	76187	WOODFORD RSV MASTER CL MADERIA CSK 700ML	700	6	\$575.56	\$169.99	BOURBON	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	6341	THE MACALLAN A NIGHT ON EARTH JEREZ	750	6	\$425.40	\$124.99	SCOTCH	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	8942	THE MACALLAN HARMONY COLL VIBRANT OAK SM	750	6	\$681.07	\$199.99	SCOTCH	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	22314	WYOMING WHISKEY NATIONAL PARKS NO.4 SBW	750	6	\$270.36	\$79.99	BOURBON	
RNDC NEW HAMPSHIRE LLC	EDRINGTON AMERICAS	22313	WYOMING WHISKEY OLD FAITHFUL 10 YR SBW	750	1	\$282.33	\$499.99	BOURBON	
RNDC NEW HAMPSHIRE LLC	KOBRAND CORPORATION	68476	GUYOT CREME DE CASSIS DE DIJON	750	12	\$223.00	\$32.99	BITTERS	
RNDC NEW HAMPSHIRE LLC	MCCORMICK DISTILLING CO	68339	FIVE FARMS SINGLE BATCH IRISH CREAM LIQ	375	16	\$167.18	\$19.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	76568	SHOTTY'S GREEN TEA SHOT W/WHK 8-8PK	50	8	\$41.28	\$9.99	COCKTAILS	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	102272	SHOTTY'S/4F-CKTL TRAY 24P:PM/SD/MP/MRG G	50	6	\$74.25	\$23.99	COCKTAILS	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	42812	CLEMENT CUVEE HOMERE RUM MARTINIQUE	700	6	\$463.41	\$139.99	RUM	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	44202	CLEMENT RHUM GR RSV 15 YR AGED MARTINQ	750	6	\$662.28	\$199.99	RUM	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	78390	SUGARLANDS FIELD & STREAM HONEY PECN SHN	750	6	\$91.02	\$26.99	CORDIALS	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	4266	JOHNNIE WALKER BLK LBL SQUID GAMES EDT	750	12	\$268.84	\$39.99	SCOTCH	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	78091	SMIRNOFF STRAWBERRY FLV VODKA DSS PET	375	12	\$62.94	\$9.99	VODKA	

New Items for Commission Approval
October 8, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
SOUTHERN GLAZERS LLC	HOTALING & CO., LLC	73982	LUXARDO DEL SANTO GREEN HERBAL LIQUEUR	750	12	\$283.20	\$41.99	CORDIAL	
UNBROKERED	ARBOR DISTILLERY LLC	46781	SASQUATCH SAWMILL MAINE MADE SILVER RUM	750	12	\$220.00	\$31.49	RUM	
UNBROKERED	H&S SPIRITS	25739	H&S SPIRITS A NUTTER ONE PEANUT BTR FLV	750	12	\$309.00	\$42.99	WHISKEY	
UNBROKERED	H&S SPIRITS	72144	H&S SPIRITS HARD COFFEE MILK COFFEE LIQ	750	12	\$164.00	\$22.99	CORDIALS	
Total New Items - 36									

VAPS Listings for Commission Approval
October 8, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
MS WALKER	CALEDONIA SPIRITS	102528	BARR HILL RSV TOM CAT OAK CSKS/ROCK GLS	750	6	\$150.94	\$45.99	GIN	
MS WALKER	SERRALLES USA, LLC	102535	DON Q RESERVA 7 ANEJO/2 ESP MARTINI GLS	750	3	\$49.39	\$29.99	RUM	
Total VAP Items- 2									

Coupons/Rebates for Commission Approval
October 8, 2024

Product	Size	Offer	Effective	Expiration	Approved
BEAR FIGHT WHISKEY - AMERICAN SINGLE MALT OR KENTUCKY RESERVE	750 ML	\$6 IRC	9/15/2024	1/1/2025	
CUTWATER - ANY VARIANT	355 ML-4 PACK OR LARGER	\$5 DIGITAL	9/4/2024	11/5/2024	
BIB & TUCKER WHISKEY - DOUBLE CHAR BOURBON	750 ML	\$5 IRC	10/1/2024	2/28/2025	
CANTERA NEGRA TEQUILA - ANY VARIANT EXCLUDING CAFÉ	750 ML	\$5 IRC	10/1/2024	2/28/2025	
GREY GOOSE VODKA ESSENCES - WHITE PEACH & ROSEMARY, WATERMELON & BASIL OR STRAWBERRY & LEMONGRASS	750 ML OR 1 L	\$5 DIGITAL OR MIR	10/1/2024	1/5/2025	
FRANGELICO LIQUEUR	750 ML OR LARGER	\$6 MIR	10/1/2024	12/31/2024	
CUTWATER - ANY VARIANT	355 ML-4 PACK	\$2 IRC	11/1/2024	11/30/2024	
HIGH WEST WHSKEY - ANY VARIANT	750 ML	\$3 IRC	10/1/2024	11/30/2024	
HERRADURA TEQUILA - SILVER REPOSADO, ANEJO, ULTRA OR LEGEND	750 ML	\$5 MIR	11/1/2024	12/31/2024	
JACK DANIELS TENNESSEE WHISKEY - APPLE, FIRE, HONEY OR GENTLEMAN JACK	2-750 ML	\$8 MIR	11/1/2024	12/31/2024	
OLD FORESTER - 86 OR 100 PROOF	750 ML	\$3 DIGITAL OR MIR	11/1/2024	12/31/2024	
OLD FORESTER - 86 OR 100 PROOF	750 ML	\$2 IRC	11/1/2024	12/31/2024	
ZING ZANG RTD - BLOODY MARY, BLAZING BLOODY MARY, MARGARITA, OR MANGO MARGARITA	355 ML-4 PACK OR 1.75 L	\$5 MIR	10/13/2024	3/31/2024	
GREY GOOSE VODKA - ORIGINAL OR FLAVORED	1.75 L	\$5 DIGITAL OR MIR	11/1/2024	1/5/2025	

Coupons/Rebates for Commission Approval
October 8, 2024

Product	Size	Offer	Effective	Expiration	Approved
PATRON TEQUILA - SILVER, REPOSADO, ANEJO OR ORANGE LIQUEUR	750 ML	\$8 DIGITAL OR MIR	11/1/2024	12/31/2024	
DEWARS BLENDED SCOTCH WHISKY - WHITE LABEL, 12YR, OR 15YR	1.75 L	\$7 DIGITAL OR MIR	11/1/2024	1/5/2025	
BOMBAY - SAPPHIRE GIN OR DRY GIN	1.75 L	\$7 DIGITAL OR MIR	11/1/2024	1/5/2025	
BACARDI RUM - SUPERIOR, GOLD, BLACK, SPICED OR FLAVORED	1.75 L	\$5 DIGITAL OR MIR	11/1/2024	1/5/2025	
ANGELS ENVY KENTUCKY STRAIGHT BOURBON WHISKEY	750 ML	\$5 DIGITAL OR MIR	11/1/2024	1/5/2025	
PATRON TEQUILA - SILVER, REPOSADO OR ANEJO	1.75 L	\$20 DIGITAL OR MIR	11/1/2024	12/31/2024	
CAZADORES TEQUILA - BLANCO, REPOSADO, ANEJO, EXTRA ANEJO, CRISTALINO OR CAFÉ	750 ML	\$6 DIGITAL OR MIR	11/1/2024	12/31/2024	
BACARDI RUM - CUATRO, RESERVA OCHO OR GRAN RESERVA DIEZ	750 ML OR 1 L	\$5 DIGITAL OR MIR	11/1/2024	12/31/2024	
DEWARS BLENDED SCOTCH WHISKY - 12YR, 15YR, OR 18YR	750 ML OR LARGER	\$5-\$7 DIGITAL OR MIR	11/1/2024	1/5/2025	
SVEDKA VODKA	750 ML OR LARGER	\$1 IRC	10/1/2024	12/31/2024	
GREY GOOSE VODKA OR FLAVORS	1.75 L	\$5 DIGITAL OR MIR	11/1/2024	1/5/2025	
CAZADORES TEQUILA - BLANCO OR REPOSADO	1.75 L	\$8 DIGITAL OR MIR	11/1/2024	12/31/2024	
Total Coupons/Rebates - 26					

Fiscal Year Comparison Through September 28, 2024

Draw

Game		FY 24		FY 25	Variance	% Variance
Gimme5	\$	309,042	\$	285,925	\$ (23,117)	-7.48%
World Poker Tour	\$	263,423	\$	-		
Lotto America	\$	615,043	\$	503,981	\$ (111,062)	-18.06%
Lucky for Life	\$	1,615,514	\$	1,634,308	\$ 18,794	1.16%
Pick 4	\$	1,189,987	\$	1,144,459	\$ (45,529)	-3.83%
Pick 3	\$	1,546,053	\$	1,424,133	\$ (121,920)	-7.89%
Megabucks	\$	2,426,638	\$	2,721,470	\$ 294,832	12.15%
Mega Millions	\$	8,463,539	\$	3,747,560	\$ (4,715,979)	-55.72%
Powerball	\$	9,808,502	\$	4,165,785	\$ (5,642,717)	-57.53%
Cash POP			\$	1,572,794		
Total Draw Sales	\$	26,237,741	\$	17,200,415	\$ (9,037,326)	-34.44%

Fast Play	\$	3,000,980	\$	4,971,032	\$1,970,052	65.65%
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Instant

		FY 24		FY 25	Variance	% Variance
Price Point						
\$1	\$	1,010,365	\$	1,069,028	\$ 58,663	5.81%
\$2	\$	3,549,142	\$	3,239,798	\$ (309,344)	-8.72%
\$3	\$	5,676,960	\$	4,616,730	\$ (1,060,230)	-18.68%
\$5	\$	16,442,820	\$	18,431,100	\$ 1,988,280	12.09%
\$10	\$	19,952,300	\$	21,061,710	\$ 1,109,410	5.56%
\$20	\$	8,589,060	\$	6,634,800	\$ (1,954,260)	-22.75%
\$25	\$	10,104,000	\$	10,953,200	\$ 849,200	8.40%
\$30	\$	14,814,150	\$	13,012,440	\$ (1,801,710)	-12.16%
Total Instants	\$	80,138,797	\$	79,018,806	\$ (1,119,991)	-1.40%

Total Combined	\$	109,377,518	\$	101,190,253	\$ (8,187,265)	-7.49%
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LOTTERY PROFIT TRANSFER TO GENERAL 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	\$ 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					\$ 1,967,191	\$ 6,675,164	\$ 7,001,996	\$ 5,891,358
November	\$ 6,730,769					\$ 5,635,499	\$ 7,184,011	\$ 4,207,005	\$ 4,884,356
December	\$ 5,384,615					\$ 10,519,423	\$ 7,138,319	\$ 7,560,351	\$ 6,588,148
January	\$ 5,384,615					\$ 13,908,262	\$ 6,858,726	\$ 5,233,306	\$ 10,216,388
February	\$ 5,384,615					\$ 5,390,259	\$ 4,162,612	\$ 4,065,525	\$ 4,697,925
March	\$ 6,730,769					\$ 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	\$ 17,499,999	\$ 18,523,574	\$ 1,023,575	5.85%		\$ 88,673,283	\$ 72,084,673	\$ 71,323,906	\$ 70,647,717
Budget	\$ 70,000,000								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 21,721,863	\$ (3,198,289)	-14.72%					
Projected	\$ 75,617,185								

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					\$ 80,969	\$ 159,481	\$ 39,081	\$ 30,111
November	\$ 76,923					\$ 80,510	\$ 54,908	\$ 61,385	\$ 25,152
December	\$ 61,538					\$ 170,836	\$ 73,814	\$ 82,083	\$ 39,372
January	\$ 61,538					\$ 6,751	\$ 60,536	\$ 57,444	\$ 117,214
February	\$ 61,538					\$ 100,517	\$ 61,158	\$ 24,591	\$ 13,392
March	\$ 76,923					\$ 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	\$ 61,542					\$ 169,856	\$ 171,189	\$ 105,123	\$ 25,904
Current FY YTD	\$ 199,999	\$ 103,260	\$ (96,739)	-48.37%		\$1,409,196	\$ 1,107,570	\$ 741,928	\$ 472,336
Budget	\$ 800,000								
		FY23	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 471,607	\$ (368,347)	-78.10%					
Projected	\$ 308,548								

October 8, 2024

New Instant Games for Approval



- Top Prize \$1,000.
- KEY NUMBER MATCH with a 2X multiplier.
- Overall odds 1:4.45
- Quantity: 960,000
- Game number 668

Match any of YOUR NUMBERS to the WINNING NUMBER, win prize shown. Reveal a “MONEY ROLL” symbol, win DOUBLE the prize shown.



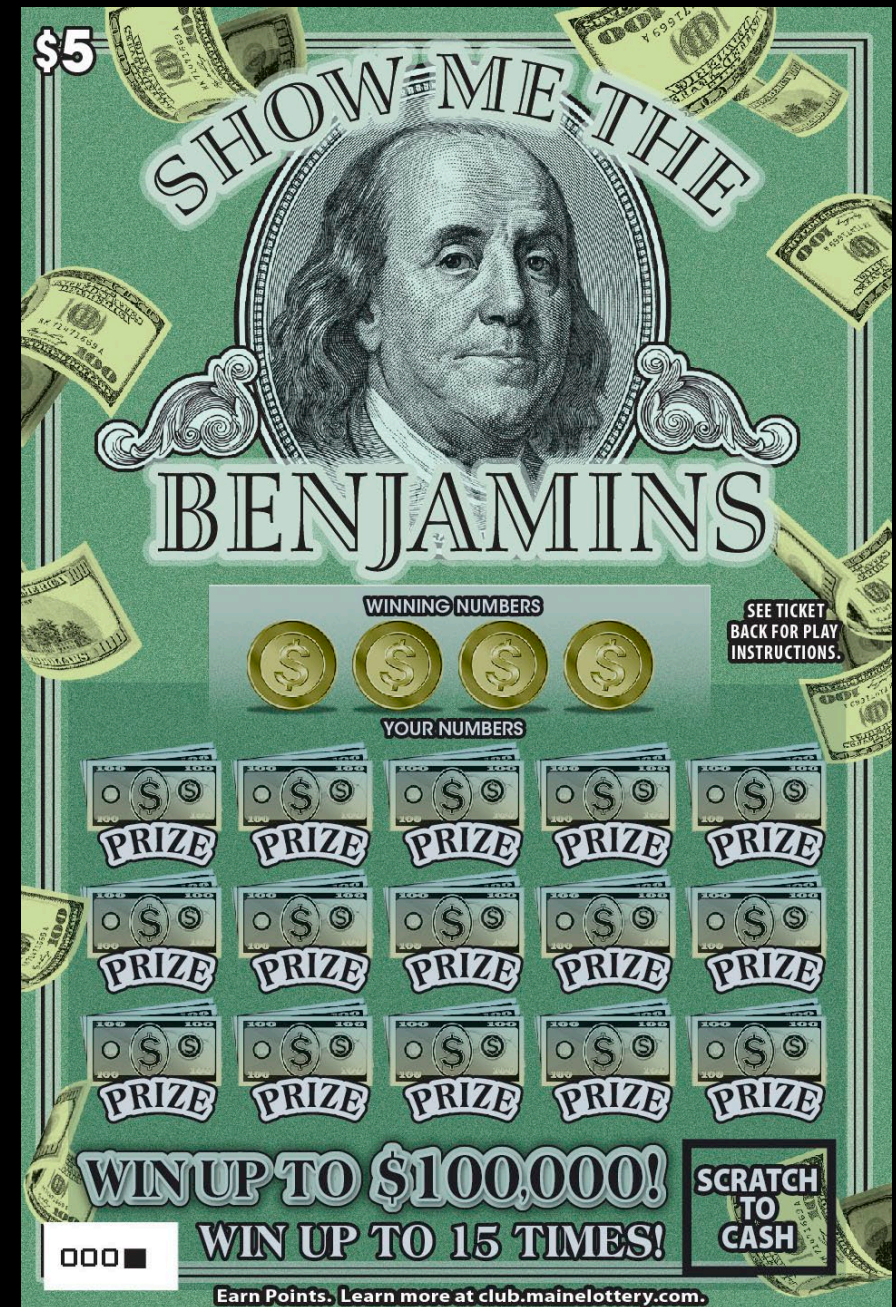
- Top Prize \$100,000.
- KEY NUMBER MATCH with an INSTANT WIN feature and 2X & 5X multipliers.
- Overall odds 1:3.87
- Quantity: 960,000
- Game number 671

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “STACK OF CASH” symbol, win prize shown instantly. Reveal a “2X” symbol, win 2 times the prize shown. Reveal a “5X” symbol, win 5 times the prize shown.



- Top Prize \$100,000.
- KEY NUMBER MATCH with an INSTANT WIN feature and 2X & 5X multipliers.
- Overall odds 1:3.87
- Quantity: 960,000
- Game number 670

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “5X” symbol, win 5 times the prize shown. Reveal a “\$50 BURST” symbol, win \$50 instantly. Reveal a “BENJAMIN” symbol, win \$100 instantly!



- Top Prize \$250,000.
- KEY NUMBER MATCH play style with 5X and 10X multipliers, WIN ALL and INSTANT WIN features and \$25, \$50, \$100, & \$200 INSTANT WIN BONUS features.
- Overall odds 1:3.47
- Quantity: 1,200,000
- Game number 660

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “STACK OF COINS” symbol, win prize shown instantly! Reveal a “5X” symbol, win 5 times the prize shown. Reveal a “10X” symbol, win 10 times the prize shown. Reveal a “BAG OF CASH” symbol, win all 20 prizes! BONUS BOXES: Reveal “BURST” symbol in any BONUS box, win prize shown instantly!



- Prizes: \$50 or \$100.
- KEY NUMBER MATCH play style with TWO INSTANT WIN features.
- Overall odds 1:9.23
- Quantity: 1,560,000
- Game number 665

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “\$50 burst” symbol, win \$50 instantly! Reveal a “\$100 burst” symbol, win \$100 instantly!

