



**CHAMPIONS OF PLAY**

July 2026

# Retailer Playbook

Volume 14 • Issue 7

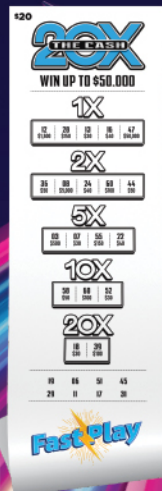
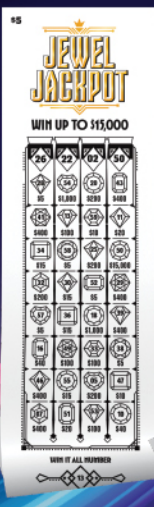


**NEW GAMES**



**NEW.  
FAST.  
FUN.**

ALL TICKETS AVAILABLE JUL 19



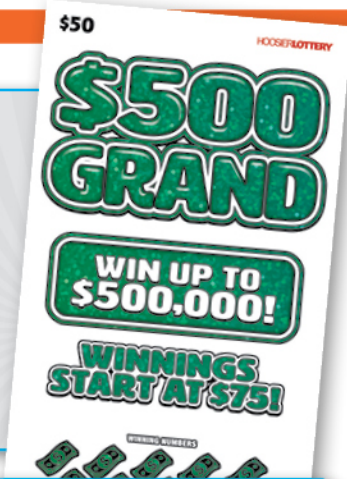
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Estimated Overall Odds: \$1 Cash Shark 1 in 4.42 • \$2 Mega Money 1 in 6.36 • \$5 Cash Surge 1 in 3.73 • \$50 \$500 Grand 1 in 3.53  
Overall Odds: \$1 Sunny Money 1 in 3.70 • \$5 Jewel Jackpot 1 in 3.50 • \$10 Combo Play 1 in 3.30 • \$20 20X The Cash 3.68

### \$50 \$500 Grand #2617

- Estimated Overall Odds: 1 in 3.53
- Win up to \$500,000!
- Winnings start at \$75
- Win up to 5 times your prize
- 35 chances to win
- Ticket length: 12"
- Pack size: 20



### \$5 Cash Surge #2623

- Estimated Overall Odds: 1 in 3.73
- \$75,000 top prize!
- Win 5 times your prize
- 20 chances to win
- Ticket length: 8"
- Pack size: 100



### \$2 Mega Money #2626

- Estimated Overall Odds: 1 in 6.36
- Win up to \$5,000!
- Prizes start at \$5
- 17 chances to win
- 2 \$10 Bonus Spots
- Ticket length: 4"
- Pack size: 100



### \$1 Cash Shark #2628

- Estimated Overall Odds: 1 in 4.42
- Win up to \$500!
- Win double your prize
- 6 chances to win
- **Ticket length: 3"**
- Pack size: 200



# JULY 4-BIN FEATURE TOWER

## Use a Feature Tower to Maximize Commissions

Change the games in your tower to promote the following Scratch-offs:

- \$20 Loaded \$10,000
- \$10 Emerald 7s
- \$5 Cash Surge
- \$2 Mega Money

Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to:

- Attract new players
- Encourage existing players to try new price points

## For retailers that DO NOT double-face games:

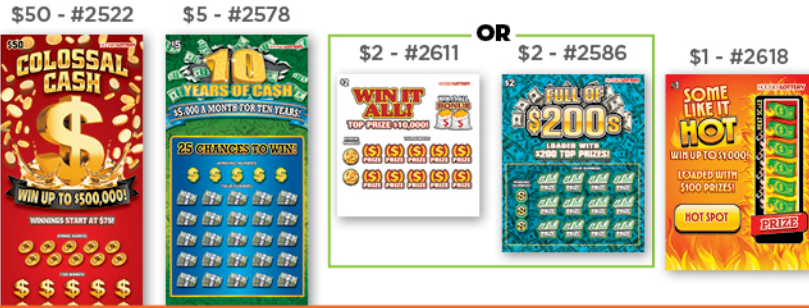
Games carried in the feature tower should be allocated from the planogram

- For example: You have a 32-bin set on the front counter and a 4-bin feature tower. A 36-bin planogram should be followed.

# Scratch-offs to Pull July 7

Never leave bins empty. Please call 1-800-955-6886 (option 3, option 2) if you need more tickets.

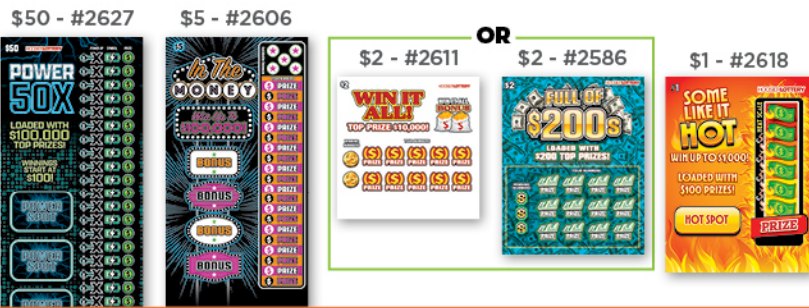
**44  
&  
40**  
Bin Sets



**36  
&  
32**  
Bin Sets



**28  
&  
24**  
Bin Sets and  
Self-Service  
Machines



## Customer Service Numbers



Hotline	1-800-955-6886
Ticket Orders	Option 3 - Option 2
Terminal Problems or Tech Support	Option 3 - Option 1 - Option 1
Gemini, ITVM, GT20, GT28	Option 3 - Option 1 - Option 2
Paper Stock	Option 3 - Option 1 - Option 2

Accounting	Option 3 - Option 5
Licensing	Option 3 - Option 4
Security	Option 3 - Option 7
Regional Offices	Option 3 - Option 3
Draw Game Validations	Option 3 - Option 6

Between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week.  
**Questions and Suggestions:** info@HoosierLottery.com  
 Visit HoosierLottery.com for more information.



## Scratch-off Games Closing Notice

GAME NUMBER	GAME NAME	PRICE POINT	LAST ACTIVATION DATE	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2603	Winter Green	\$1	5/29/26	7/10/26	1/6/27
2598	Loteria Grande	\$5			
2499	200X the Cash	\$30			

- **Last Return Date:** Last day inventory of a closing game can be returned through the Lottery terminal for retailer credit
- **Last Date for Validations:** Final day for winners to claim a prize on a closed game (180 days after the last return date)

**All inventory of games listed in the above table should be given to your LSR for return processing before the displayed Last Return Date.**

- After the return date:
  - Affected games/packs are no longer eligible for return
  - Any confirmed packs remaining in your location will be charged during the next invoicing period

**Do you have inventory that needs to be returned? Here's how to find out:**

- On the lottery terminal, print a **Pack Status Report** for each affected game by following the below steps:
  - Select "Scratch Function"
  - Select "Inventory Report"
  - Select "Pack Status" and enter the game number
- Print the report, and locate any listed packs

**Note:** Set aside all packs listed on the Pack Status Report for your LSR to return on their next visit.

Customer Service & Player Support: 1-800-955-6886,  
 between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week



# CHAMPIONS OF PLAY™

## Retailer Success: Al's Supermarket, La Porte

Al's Supermarket, a longtime community staple and family-owned grocery chain based in Northwest Indiana, is celebrating a historic Powerball jackpot win that has brought excitement and renewed attention to La Porte and surrounding communities.



Manager - Don Gonser (left), Front End Manager - Jay Bado (middle)  
Winning ticket seller - Chrissy Cunningham (right)

Founded in 1946 by Al Pontius following his service in the United States Navy, Al's Supermarket began as a hometown grocery store in Michigan City, Indiana. Nearly eight decades later, the company remains family owned and operated under Lakeshore Foods Corporation, proudly serving customers across four locations. Today, the business is led by second-generation owner Gil Pontius, with his daughter, Alexis Pontius-Buell, serving as Vice President.

Al's Supermarket currently operates two locations in Michigan City, Indiana, one in La Porte, Indiana, and a sister store, Barney's, located in New Buffalo, Michigan. Each location continues the company's founding mission—providing exceptional customer service, a welcoming hometown atmosphere, and specialty products tailored to customer requests.

### Decades-Long Commitment to the Hoosier Lottery

Al's Supermarket has been a loyal Hoosier Lottery retail partner for 36 years. All three Indiana locations offer a wide variety of lottery products, including a large selection of Scratch-off tickets at the customer service counters and convenient lottery vending machines placed near store entrances to give players multiple ways to play.

The La Porte location has been standout in lottery growth and innovation. Store Manager Don Gonser has dedicated an impressive

45 years of service to Al's Supermarket, while Front End Office Manager Jay Bado has played a key role in expanding lottery offerings to meet customer demand. Together, they increased the Scratch-off ticket assortment at the counter from 16 to 44 games, ensuring customers have access to the games they want most and experiencing an impressive 14.07% growth in the Scratch-off category.

Most recently, the La Porte store upgraded its lottery experience with the installation of a GT28 touchscreen vending machine. This advanced technology allows customers to purchase Scratch-off and draw games quickly and conveniently. Combined with accepting debit cards for lottery purchases and offering optimal placement of lottery equipment, Al's Supermarket has achieved Diamond Plus retailer status—the highest designation awarded by the Hoosier Lottery—qualifying the store for the maximum quarterly incentive payout.

### Life-Changing Powerball Win

On April 29, 2026, one of Al's Supermarket's regular customers purchased a winning Powerball ticket at the La Porte location. The ticket matched all winning numbers and split a \$143 million Powerball jackpot with another winning ticket sold in Kansas. The Indiana winner's share totaled an extraordinary \$71.7 million.

In addition to the customer's life-changing prize, Al's Supermarket will receive a retailer bonus, as outlined in the Hoosier Lottery contract, which awards stores that sell jackpot-winning tickets.

"This win has created an incredible buzz throughout La Porte and neighboring towns," store representatives shared.

Since the win, all three Indiana Al's Supermarket locations have seen increased lottery play, reinforcing the brand's long-standing reputation as a trusted and successful lottery retailer.

### A Legacy of Service and Community

From its beginnings in 1946 to its present-day success, Al's Supermarket continues to thrive by blending tradition with innovation. Its commitment to customer service, community involvement, and lottery excellence has made Al's not only a grocery destination, but a cornerstone of the communities it serves.

**To learn more about Hoosier Lottery best practices as a path to sales growth, contact your LSR today!**

# GIFTING RESPONSIBLY FOR BIRTHDAYS

Birthdays are an opportunity to celebrate milestones, achievements, and special moments with friends and family. While lottery tickets can be a fun way to mark an occasion, it's important to remember that they are only appropriate gifts for adults 18 and older. As customers shop for birthday gifts, retailers can help keep gifting age appropriate and aligned with responsible play.

Part of our ongoing commitment to Positive Play, the Hoosier Lottery proudly participates in the National Council on Problem Gambling's Gift Responsibly initiative. This national campaign reinforces that gifting lottery products should always align with safe, respectful, and appropriate play.

Our simple reminder "To: Adults, From: Adults" helps connect the joy of celebrations with the importance of ensuring lottery products are purchased exclusively for and enjoyed by adults. By keeping this message top of mind, retailers can help customers celebrate responsibly.

Thank you for helping promote Positive Play and for sharing this important message with your customers. Together, we can keep birthday celebrations fun and responsible. And when it comes to Hoosier Lottery products, age-appropriate.

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*If you have Responsible Gaming questions, please reach out to*  
**socialresponsibility@hoosierlottery.com**

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## EXCLUSIVE myLOTTERY PROMOTIONS

Players can join myLOTTERY for FREE to get access to VIP experiences, FREE digital games, 2nd Chance promotions and so much more!

**Encourage players to create an account and join today for FREE at [HoosierLottery.com/myLOTTERY](https://HoosierLottery.com/myLOTTERY)**



### SPACE INVADERS™ 2nd Chance

Level up the play with the 2nd Chance promotion for a chance to win a full-sized arcade machine. Encourage players to enter non-winning SPACE INVADERS™ Scratch-off and Fast Play tickets for a chance to win at [HoosierLottery.com/SpaceInvaders](https://HoosierLottery.com/SpaceInvaders)  
**Enter by: October 13, 2026**



### The Mill Ticket Giveaway

Encourage players to enter for a chance to win free concert tickets, all season long. myLOTTERY members can enter for FREE for a chance to win four 2027 season tickets with VIP access to The Mill. Players can enter at [HoosierLottery.com/TheMill](https://HoosierLottery.com/TheMill)  
**Promotion ends: September 28, 2026**

Learn more at [HoosierLottery.com/Promotions](https://HoosierLottery.com/Promotions)



Promotion odds are dependent upon the number of entries received.



## Does your customer have a Hoosier Lottery coupon?

First, determine what kind of game the coupon is for.

Then learn how to redeem Scratch-off, Fast Play and Draw game coupons at:  
**[HoosierLottery.com/RedeemingCoupons](https://HoosierLottery.com/RedeemingCoupons)**

	Radio	Social Media	Outdoor	Digital
<b>Space Invaders™</b>	✓	✓	✓	✓

## July Point of Sale

### Scratch-offs

- Ticket Inserts
- Retail Wizard Graphic
- Tower Topper

### Space Invaders™

- Change Mat
- Dispenser Bridge Topper Large
- Dispenser Bridge Topper Small
- Entry Door Decal\*
- Fountain Mat\*
- GEMINI Surround
- GT20 Front Topper
- Bin Decal
- ITVM Topper

### Fast Play

- Double-side Info Card
- Double-side Info Card
- ITVM Topper
- Change mat
- Lighted Bread Box Sign

### Champions of Play/ myLOTTERY

- Play Center Insert
- Play Center Footer
- ITVM/On-Counter Merchandiser Header
- ITVM Merchandiser Right Panel
- Poster
- WTMG Strip

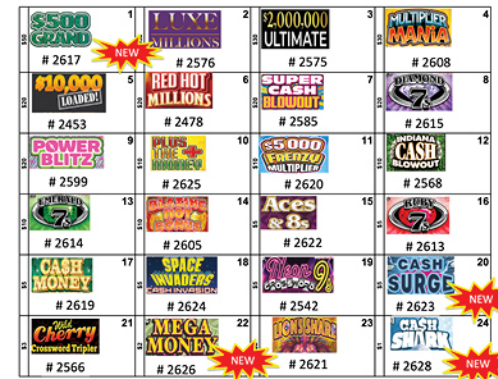
Use this checklist to ensure that you have the correct pieces on display. Questions? Please contact your LSR.  
\*Select retailers only. While supplies last.

The Hoosier Lottery requires all retailers who have a Self-Service machine to follow the 24 and 28 bin planograms. Self-Service equipment is a premium asset in high demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

**The 24 and 28 bin planograms below can be torn out and posted inside the Self-Service machines as a convenient reference.**

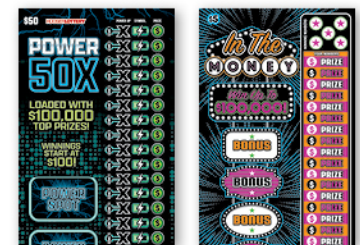
Always adhere to the Scratch-off loading guidelines below, and do not load more than the recommended number of packs per price point.

### 24 Bin Set



Scratch-offs to pull from your 24 Bin and or 28 Bin Self-Service Machines  
June 2

\$50 - #2627      \$5 - #2606



### 28 Bin Set



OR  
\$2 - #2611      \$2 - #2586



\$1 - #2618



**Follow the Hoosier Lottery on LinkedIn**  
[linkedin.com/company/hoosier-lottery](https://www.linkedin.com/company/hoosier-lottery)

**NEW. FAST.  
FUN.**

**FastPlay**

**ALL TICKETS  
AVAILABLE JUL 19**

## How to play:

### \$20 20X the Cash

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown.
- If you win, multiply your PRIZE by the MULTIPLIER level for that PRIZE for a chance to win 2X, 5X, 10X, or 20X your PRIZE.

### \$10 Combo Play

- Game 1- Match any of YOUR NUMBERS to any of the WINNING NUMBERS in GAME 1, win PRIZE shown for that number.
- Game 2- Win \$20 for each NUMBER in GAME 2 that matches a WINNING NUMBER.
- Game 3- Match both NUMBERS in a GAME 3 to any WINNING NUMBERS, multiply all PRIZES won on this ticket by 2.
- Game 4- Match three WINNING NUMBERS to the NUMBERS in GAME 4 in a vertical or horizontal line, win the PRIZE shown for that LINE.
- Game 5- Match five identical PRIZE amounts in GAME 5, win that amount.

### \$5 Jewel Jackpot

- Match the YOUR NUMBERS in each GAME to the WINNING NUMBER for that GAME, win PRIZE shown for that number. Each GAME is played separately.

#### \$50 BONUS

- Match the WIN IT ALL NUMBER to any of the YOUR NUMBERS, win all 8 PRIZES shown for that GAME.

### \$1 Sunny Money

- Match your SUNNY MONEY SYMBOLS to the WINNING SYMBOLS.
- Match 4 or more symbols, refer to the PRIZE LEGEND to determine PRIZE won.



Overall Odds: \$1 Sunny Money 1 in 3.70 • \$5 Jewel Jackpot 1 in 3.50  
\$10 Combo Play 1 in 3.30 • \$20 20X The Cash 3.68

**18+**  
TO PLAY

**1-800-994-8448**  
PROBLEM GAMBLING  
HELPLINE  
PLAY RESPONSIBLY