

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, April 9, 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 Stacey Fitts. John Schneck was absent.

BABLO/DAFS Staff in attendance: Louis Luchini, Director; Michael Boardman, Deputy Director; Tracy Willett, Acting Deputy Director Liquor; Lisa Rodrigue, Lottery Marketing Manager; Daniel Meaney, Lottery Games Manager; Niall Breen, Operations/Security Supervisor; Philip Mantis, Attorney General's Office; Terrance Meehan, Financial Analyst; Julie Waller, Clerk of the Commission

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

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

Fuseideas in attendance (Lottery portion only): Steve Mason

Others in attendance:

Spirits portion only: Rob Andreasen, Jeff Auprey and David Hall, Southern Glazer's; Gary Duncklee, RNDC; Michael Dyer, Ken Grant and Tim Blue, Roopers; Seth Ferris, MS Walker; Michael Meir, RSVP; John Nappi and Dean Nowell, Bow Street; Patrick Murphy, Martignetti; Matthew Tabenken, Sazerac; Peter Murphy, Ruby Wines/HPM Assoc; Christine Cummings, MGFPA; Todd Blanchette, Stone Fence Beverage

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion that the minutes of the March 12, 2024, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Monaghan. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

- Director Luchini reported on February 2024 sales as follows:
 - Sales report for February:
 - Shipping days: 21 TY vs. 23 LY
 - Cases sold were 98,397 TY vs. 110,441; -10.91%
 - Dollar Sales were \$16,926,006 TY vs. \$18,487,317 LY; -8.45%
 - Bailment collected: \$215,374
 - Depletion allowances: \$946,277

- Sales report for YTD:
 - Cases sold were: 1,067,704 TY vs. 1,093,150 LY; -2.33%
 - Dollar Sales were: \$183,260,167 TY vs. 182,720,910 LY; +0.30%
 - Shipping days were 192 TY vs. 194 LY; -2 days
- Spirits Financial Activity YTD - FY 2024 vs FY 2023
- Spirits Operating Profits - \$50,711,244 vs \$50,903,664 (-0.38%)
- Spirits Profits Transfers - \$52,806,767 vs \$52,406,423 (+0.76%)
- Acting Deputy Director Tracy Willett reported the following sales and profit reports (sales and profit reports attached to the minutes):
 - Sales Comparisons by County for Maine
 - Top 25 Agents in 3 Month Case Sales Increase
 - Luxury Program 3 Month Trend

New Business: None

Old Business: None

New Product Listings:

- Acting Deputy Director Tracy Willett presented thirty-nine (39) new product listings for April 2024. A motion was made by Commissioner Sheehan to approve all the items presented for listing; the motion was seconded by Commissioner Monaghan. 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 Tracy Willett presented eighteen (18) label/package changes for April 2024. A motion was made by Commissioner Fitts to accept the label/package changes as presented; the motion was seconded by Commissioner Monaghan. 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:

Acting Deputy Director Tracy Willett presented one (1) VAP/Seasonal listing for April 2024. A motion was made by Commissioner Fitts 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:

- Acting Deputy Director Tracy Willett presented twenty-five (25) rebates/coupons for April 2024. These rebates/coupons were standard in nature. A motion was made by Commissioner Fitts to accept these rebates/coupons; the motion was seconded by Commissioner Sheehan. 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 Campaign – Spring for a Cocktail
 - March App Content Trends
 - Top Favorited Recipe – Mini Chicken Pot Pies
 - Top Recipe – Mini Chicken Pot Pies
 - Top Mood – St. Patrick’s Day
 - March 2024 Social Performance
 - March 2024 Email Marketing – 33% average open rate
 - In the Know Newsletter 42.9% open rate
 - Maine Spirits App – Launched January 2018, Total Downloads – 127,977; New Downloads for February – 1,798
 - There will be a Maine Spirits Trade Show for licensees on May 8, 2024, 11-3pm at the Morgan Hill Event Center in Hermon.

Other Business: None

Public Comments: None

The next Commission meeting is scheduled for Tuesday, May 14, at 10:00 a.m.
The June 2024 meeting is tentatively scheduled for June 11, 2024, at 10:00 a.m.

Lottery Operations:

Director Luchini reported that lottery sales are doing well with an overall increase of 3.7%. He reported that the Lottery has had 9 straight years of record sales, and this will be a record year for profit on both Lottery and Outdoor Heritage transfers.

Director Luchini reported on YTD (through March 30, 2024) sales as follows:

- Draw Sales FY24 \$70,214,669; +\$4,545,479 or +6.92%
- Fast Play Sales FY 11,832,192; +1,210,493 or +11.40
- Instant Game Sales FY24 \$246,777,836 +\$5,979,274 or +2.48%
- Total Combined Sales FY24 \$328,824,697 +11,735,246 or +3.70
- Lottery Profit Transfer to General Fund
 - March Actual FY24 \$10,132,468 +3,245,675 to Budget +47.13%
 - YTD Actual FY24 \$69,274,966; +\$14,180,629 to Budget +25.74%
- Profit Transfer to Outdoor Heritage Fund
 - March Actual FY24 \$188,446; +126,908 to Budget +206.23%
 - YTD Actual FY24 \$1,099,663; +\$499,666 to Budget +83.28%

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

Director Luchini and Deputy Director Boardman reviewed the new Cash POP game that will replace World Poker Tour within the next month.

New Business: None

Old Business: None

Approval of New Games:

- Marketing Manager Lisa Rodrigue presented five (5) new games for approval.
 - (\$1) #634 - 50th Anniversary
 - (\$2) #635 - 50th Anniversary
 - (\$5) #636 - 50th Anniversary
 - (\$5) #654 - Money To Go
 - (\$10) # 643 - \$50 or \$100

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 Sheehan reported that the next Tri-State meeting will be a two-day meeting in May in Vermont. Five vendors will have presentations on proposed concepts for the next 1 or 2 Tri-State instant tickets.

Scientific Games:

Darrell Frecker reported that they are working on the Golden Spin instant reveal for the mobile app. He reported that they are site testing the upcoming Cash POP game, The next system change will be on Powerball with the addition of Double Play in the upcoming year. There will be a planning meeting next week on Draw and Fast Play games.

- Greta Cerce reported about upcoming promotions. Pick 3/Pick 4 April Showers systems promotion April 21st – 27th. Megabucks Spring Cha-ching systems promotion May 5th – May 11th. Currently Powerball NASCAR promotion runs through the end of April in conjunction with 3X the Points on Powerball tickets. The Ultimate Da\$h last second chance drawing will be on May 30th.

Current & Upcoming Multipliers: April 1st through April 30th: 3X the Points on \$5 Instant Tickets. May 1st – May 31st 5X the Points on Megabucks tickets.

New Fast Play game \$2 Farmers Market was released on April 7th to replace \$2 Word Search.

The top 5 games in the 1st ticket entered report stayed almost the same, with only #5 changing to Instant Millions from Ultimate Da\$h.

- Lucky for Life Promotion
 - Week prior to promo sales increase 112% during promo.
 - Week prior to 2 weeks after promo sales still show an increase of 12%.
- Ticket Entry Summary Report:
 - Ticket entries in March 2024 up:
 - 1.88% MoM
 - 17% YoY
 - Tickets entered value in March 2024 up:
 - 3.6% MoM
 - 21% YoY

Fuseideas:

- Steve Mason reported that during March advertising was run for Tri-State Megabucks along with responsible gaming messages on TV and radio. Also in March, radio advertising was run for the Lucky for Life promotion. In April, they will be advertising the Powerball NASCAR promotion along with a week of radio for the Pick 3 and Pick 4 promotion. In May advertising will begin for the Golden Spin instant ticket and radio for the 50th Anniversary Sea Dogs promotion. The full campaign for the 50th Anniversary will start in June.

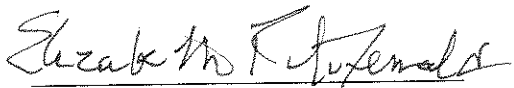
Other Business: None

Public Comment: None

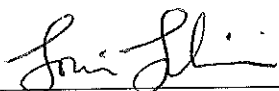
Adjournment:

The next Commission meeting is scheduled for Tuesday, May 14, at 10:00 a.m.
 The June 2024 meeting is tentatively scheduled for June 11, 2024, 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 11:36 a.m.



Elizabeth Fitzgerald, Chair
 Maine State Liquor & Lottery Commission



Louis Luchini, Director
 Bureau of Alcoholic Beverages & Lottery Operations

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

Zoom Meeting using the following link:

<https://mainestate.zoom.us/j/9122252316?omn=83472494875>

Meeting ID: 912 225 2316
Tuesday, April 9, 2024, 10:00 a.m.

Agenda

Please note: Meeting materials will be available on Monday, April 8 on the Commission's webpage on the Bureau's website. The link to the materials is under [Additional Resources - Meeting Materials for April 8, 2024](#) (use this link to open the page).

- 1. Call the meeting to order**
- 2. Approve the minutes of March 12, 2024, meeting**
- 3. Liquor Operations**
 - a. Director's Report
 - b. New Business
 - c. Old Business
 - d. New Product Listings
 - e. Label Changes
 - f. Value Added Packs
 - g. Coupons/Rebates
 - h. Report from Pine State Spirits
 - i. Other business that may properly come before the Commission
 - j. Public Comments
- 4. Confirm and set next meeting dates**
 - a. Confirm May meeting – May 14, 2024
 - b. Set June 2024 tentative meeting date (June 11, 2024)
- 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 14, 2024
 - b. Set June 2024 tentative meeting date (June 11, 2024)
- 7. Adjournment**

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

Sales Data 3/1/2024 - 3/31/2024		Monthly						
		Variance						
	Prior Year	Current Year	Actual	%				
Shipping Days	23	21	-2					
					Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold	110,441	98,397	(12,044)	-10.91%	4,802	4,686	-2.42%	
					\$/Day LY	\$/Day TY	Variance %	
Dollar Sales	\$ 18,487,317	\$ 16,926,006	\$ (1,561,310)	-8.45%	\$ 803,796	\$ 806,000	0.27%	
Cost of Goods Sold	\$ 12,609,735	\$ 11,529,574	\$ (1,080,161)	-8.57%				
Depletion Allowances	\$ (906,221)	\$ (946,277)						
Total Cost of Good Sold	\$ 11,703,514	\$ 10,583,297	\$ (1,120,217)	-9.57%				
Sales Data 7/1/2023 - 3/31/2024		Year to Date						
		Variance						
	Prior Year	Current Year	Actual	%				
Shipping Days	194	192	-2					
					Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold	1,093,150	1,067,704	(25,446)	-2.33%	5,635	5,561	-1.31%	
					\$/Day LY	\$/Day TY	Variance %	
Dollar Sales	\$ 182,720,910	\$ 183,260,167	\$ 539,256	0.30%	\$ 941,860	\$ 954,480	1.34%	
Cost of Goods Sold	\$ 126,747,888	\$ 127,152,993	\$ 405,105	0.32%				
Depletion Allowances	\$ (11,130,961)	\$ (11,301,621)						
Total Cost of Good Sold	\$ 115,616,927	\$ 115,851,372	\$ 234,445	0.20%				
Other Revenue		Monthly Data			Year to Date Data			
		Variance					Variance	
	Prior Year	Current Year	Actual	%	Prior Year	Current Year	Actual	%
Premium Tax	\$ 236,413	\$ 213,934	\$ (22,480)	-9.51%	\$ 2,360,254	\$ 2,326,718	\$ (33,536)	-1.42%
Bailment	\$ 201,951	\$ 215,374	\$ 13,423	6.65%	\$ 2,300,364	\$ 2,317,142	\$ 16,778	0.73%
Depletion Allowances	\$ 906,221	\$ 946,277	\$ 40,056	4.42%	\$ 11,130,961	\$ 11,301,621	\$ 170,660	1.53%

SPIRITS FINANCIAL ACTIVITY - FY 2024 VS FY 2023

	Spirits Sales Budgets		Spirits Sales			Expenses			Operating Profits			Outstanding Receivables/ Adjustments		Transfers to Undedicated Revenue		
	FY24	FY23	FY24	FY23	Variance %	FY24	FY23	Variance %	FY24	FY23	Variance %	FY24	FY23	FY24*	FY23**	Variance %
July	\$ 23,839,331	\$ 22,629,769	\$ 25,124,692	\$ 24,661,558	1.88%	\$ 18,933,365	\$ 18,593,559	1.83%	\$ 6,191,327	\$ 6,067,999	2.03%	\$ 2,519,283	\$ (461,255)	\$ 8,710,610	\$ 5,606,743	55.36%
August	\$ 22,779,895	\$ 22,927,540	\$ 27,407,361	\$ 26,650,192	2.84%	\$ 20,581,546	\$ 19,956,240	3.13%	\$ 6,825,814	\$ 6,693,952	1.97%	\$ (2,680,780)	\$ 691,943	\$ 4,145,035	\$ 7,385,895	-43.88%
September	\$ 19,549,404	\$ 16,800,636	\$ 21,788,181	\$ 22,374,356	-2.62%	\$ 15,363,844	\$ 15,806,741	-2.80%	\$ 6,424,337	\$ 6,567,615	-2.18%	\$ 518,802	\$ (336,926)	\$ 6,943,139	\$ 6,230,689	11.43%
October	\$ 19,364,299	\$ 18,487,135	\$ 20,445,885	\$ 19,653,886	4.03%	\$ 14,973,382	\$ 14,299,090	4.72%	\$ 5,472,503	\$ 5,354,796	2.20%	\$ 2,892,251	\$ 3,127,680	\$ 8,364,754	\$ 8,482,477	-1.39%
November	\$ 18,125,677	\$ 16,947,863	\$ 20,797,829	\$ 20,541,666	1.25%	\$ 15,433,608	\$ 15,202,580	1.52%	\$ 5,364,221	\$ 5,339,086	0.47%	\$ (1,491,929)	\$ (1,369,644)	\$ 3,872,292	\$ 3,969,443	-2.45%
December	\$ 23,592,555	\$ 21,643,762	\$ 23,019,035	\$ 23,535,552	-2.19%	\$ 17,355,154	\$ 17,628,238	-1.55%	\$ 5,663,881	\$ 5,907,314	-4.12%	\$ (2,079,138)	\$ (2,070,300)	\$ 3,584,743	\$ 3,837,013	-6.57%
January	\$ 16,751,480	\$ 15,698,158	\$ 18,268,178	\$ 17,854,978	2.31%	\$ 12,770,251	\$ 12,286,707	3.94%	\$ 5,497,927	\$ 5,568,271	-1.26%	\$ 2,539,744	\$ 2,471,325	\$ 8,037,671	\$ 8,039,596	-0.02%
February	\$ 17,165,600	\$ 15,320,424	\$ 18,860,218	\$ 18,355,879	2.75%	\$ 14,247,927	\$ 13,845,348	2.91%	\$ 4,612,291	\$ 4,510,531	2.26%	\$ (253,109)	\$ 636,125	\$ 4,359,183	\$ 5,146,656	-15.30%
March	\$ 19,136,483	\$ 17,065,792	\$ 17,737,547	\$ 19,208,025	-7.66%	\$ 13,078,605	\$ 14,313,925	-8.63%	\$ 4,658,942	\$ 4,894,100	-4.80%	\$ 130,398	\$ (1,186,189)	\$ 4,789,340	\$ 3,707,910	29.17%
April	\$ 17,303,554	\$ 15,221,714	\$ -	\$ 17,668,337		\$ -	\$ 13,109,574		\$ -	\$ 4,558,763		\$ -	\$ (471,443)		\$ 4,087,320	
May	\$ 19,070,481	\$ 18,721,227	\$ -	\$ 22,465,626		\$ -	\$ 16,936,392		\$ -	\$ 5,529,234		\$ -	\$ 435,058		\$ 5,964,292	
June	\$ 21,183,833	\$ 18,063,493	\$ -	\$ 23,940,103		\$ -	\$ 17,754,172		\$ -	\$ 6,185,931		\$ -	\$ (1,963,163)		\$ 4,222,768	
Current FYTD	\$180,304,722	\$167,521,078	\$193,448,926	\$192,836,091	0.32%	\$142,737,682	\$141,932,428	0.57%	\$50,711,244	\$50,903,664	-0.38%	\$ 2,095,523	\$ 1,502,759	\$52,806,767	\$52,406,423	0.76%

* In FY24, the first \$7 million was transferred to the General Fund with the remainder going to the Highway Fund

** Transfers prior to FY24 went to the Maine Municipal Bond Bank to pay the Liquor Revenue Bonds. The bonds were paid-off one year early at the end of FY23

SPIRITS OPERATING PROFITS - BUDGET TO ACTUAL - FY 2024

	Current Fiscal Year Performance				Past Fiscal Years' Performance			
	Budget <u>FY24</u>	Actual <u>FY24</u>	Variance <u>Dollars</u>	Variance <u>%</u>	Actual <u>FY23</u>	Actual <u>FY22</u>	Actual <u>FY21</u>	Actual <u>FY20</u>
July	\$ 6,450,257	\$ 6,191,327	\$ (258,931)	-4.01%	\$ 6,067,999	\$ 5,721,184	\$ 6,048,387	\$ 5,603,580
August	\$ 6,158,820	\$ 6,825,814	\$ 666,994	10.83%	\$ 6,693,952	\$ 6,389,136	\$ 6,060,451	\$ 5,955,611
September	\$ 5,271,330	\$ 6,424,337	\$ 1,153,007	21.87%	\$ 6,567,615	\$ 5,406,476	\$ 4,690,123	\$ 5,132,116
October	\$ 5,220,225	\$ 5,472,503	\$ 252,278	4.83%	\$ 5,354,796	\$ 4,880,468	\$ 4,960,470	\$ 4,876,936
November	\$ 4,881,603	\$ 5,364,221	\$ 482,618	9.89%	\$ 5,339,086	\$ 4,736,689	\$ 4,571,261	\$ 4,555,840
December	\$ 6,382,481	\$ 5,663,881	\$ (718,600)	-11.26%	\$ 5,907,314	\$ 5,685,526	\$ 5,478,292	\$ 5,428,689
January	\$ 4,504,406	\$ 5,497,927	\$ 993,522	22.06%	\$ 5,568,271	\$ 5,022,547	\$ 5,310,870	\$ 4,873,381
February	\$ 4,617,526	\$ 4,612,291	\$ (5,234)	-0.11%	\$ 4,510,531	\$ 4,330,259	\$ 3,975,319	\$ 4,003,662
March	\$ 5,158,409	\$ 4,658,942	\$ (499,467)	-9.68%	\$ 4,894,100	\$ 4,927,032	\$ 4,769,398	\$ 4,545,890
April	\$ 4,655,480	\$ -			\$ 4,558,763	\$ 4,794,707	\$ 5,101,498	\$ 4,810,095
May	\$ 5,141,407	\$ -			\$ 5,529,234	\$ 5,176,444	\$ 4,866,595	\$ 5,030,006
June	\$ <u>5,719,759</u>	\$ <u>-</u>			\$ <u>6,185,931</u>	\$ <u>5,990,848</u>	\$ <u>5,950,215</u>	\$ <u>5,805,615</u>
Current FY YTD	\$ 48,645,055	\$ 50,711,244	\$ 2,066,189	4.25%	\$ 67,177,591	\$ 63,061,316	\$ 61,782,878	\$ 60,621,420
Budget	\$ 64,161,700							
		FY23 YTD Profit	Variance Dollars	% Variance				
YOY Comparison		\$ 50,903,664	\$ (192,420)	-0.38%				
Projected	\$ 66,923,655							

SPIRITS PROFIT TRANSFERS - BUDGET TO ACTUAL - FY 2024

	Current Fiscal Year Performance				Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance	Actual	Actual	Actual	Actual
	<u>FY24</u>	<u>FY24</u>	<u>Dollars</u>	<u>%</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>	<u>FY20</u>
July	\$ 7,000,000	\$ 8,710,610	\$ 1,710,610	24.44%	\$ 5,606,743	\$ 4,704,158	\$ 4,183,060	\$ 6,851,571
August	\$ 3,339,623	\$ 4,145,035	\$ 805,412	24.12%	\$ 7,385,895	\$ 7,356,027	\$ 7,102,434	\$ 3,695,172
September	\$ 5,566,038	\$ 6,943,139	\$ 1,377,101	24.74%	\$ 6,230,689	\$ 4,961,833	\$ 4,795,086	\$ 8,343,620
October	\$ 5,566,038	\$ 8,364,754	\$ 2,798,716	50.28%	\$ 8,482,477	\$ 5,452,318	\$ 4,833,933	\$ 4,184,494
November	\$ 5,566,038	\$ 3,872,292	\$ (1,693,746)	-30.43%	\$ 3,969,443	\$ 6,417,132	\$ 7,077,873	\$ 4,160,381
December	\$ 5,566,038	\$ 3,584,743	\$ (1,981,295)	-35.60%	\$ 3,837,013	\$ 3,086,738	\$ 1,893,254	\$ 5,449,953
January	\$ 5,566,038	\$ 8,037,671	\$ 2,471,633	44.41%	\$ 8,039,596	\$ 7,169,313	\$ 6,995,925	\$ 4,671,610
February	\$ 5,566,038	\$ 4,359,183	\$ (1,206,855)	-21.68%	\$ 5,146,656	\$ 5,115,925	\$ 3,374,817	\$ 4,159,500
March	\$ 5,566,038	\$ 4,789,340	\$ (776,698)	-13.95%	\$ 3,707,910	\$ 3,635,081	\$ 5,874,603	\$ 6,417,175
April	\$ 5,566,038	\$ -			\$ 4,087,320	\$ 4,110,132	\$ 3,679,997	\$ 3,423,265
May	\$ 5,566,038	\$ -			\$ 5,964,292	\$ 5,873,898	\$ 3,391,606	\$ 4,287,620
June	\$ 5,566,035	\$ -			\$ 4,222,768	\$ 4,205,352	\$ 7,516,843	\$ 6,658,437
Current FY YTD	\$ 49,301,889	\$ 52,806,767	\$ 3,504,878	7.11%	\$ 66,680,803	\$ 62,087,907	\$ 60,719,430	\$ 62,302,798
Budget	\$ 66,000,000							
YOY Comparison		FY23 YTD Profit	Variance Dollars	% Variance				
		\$ 52,406,423	\$ 400,344	0.76%				
Projected	\$ 67,190,192							

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

April 5, 2024

**Liquor Operations Monthly and Annual Net Receipts Budget and Actual Performance Comparison
State Fiscal Year 2024, as of March 31, 2024**

	July 2023	August 2023	September 2023	October 2023	November 2023	December 2023	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	Total
Budget Projection													
Gross Sales	23,839,331	22,779,895	19,549,404	19,364,299	18,125,677	23,592,555	16,751,480	17,165,600	19,136,483	17,303,554	19,070,481	21,183,833	237,862,589
Cost of Goods Sold	(15,198,000)	(14,522,000)	(12,463,000)	(12,345,000)	(11,555,000)	(15,040,000)	(10,679,000)	(10,943,000)	(12,200,000)	(11,031,000)	(12,157,000)	(13,505,000)	(151,638,000)
Warehousing & Distribution	(1,274,074)	(1,222,074)	(1,062,074)	(1,053,074)	(991,074)	(1,262,074)	(923,074)	(944,074)	(1,041,074)	(951,074)	(1,038,074)	(1,143,074)	(12,904,889)
Trade Marketing	(536,000)	(513,000)	(440,000)	(436,000)	(408,000)	(531,000)	(377,000)	(386,000)	(431,000)	(389,000)	(429,000)	(477,000)	(5,353,000)
Gross Profit	6,831,257	6,522,820	5,584,330	5,530,225	5,171,603	6,759,481	4,772,406	4,892,526	5,464,409	4,932,480	5,446,407	6,058,759	67,966,700
BABLO Operating Costs	(381,000)	(364,000)	(313,000)	(310,000)	(290,000)	(377,000)	(268,000)	(275,000)	(306,000)	(277,000)	(305,000)	(339,000)	(3,805,000)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	6,450,257	6,158,820	5,271,330	5,220,225	4,881,603	6,382,481	4,504,406	4,617,526	5,158,409	4,655,480	5,141,407	5,719,759	64,161,700
Actual Performance													
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	-	-	-	193,448,926
Cost of Goods Sold	(16,921,591)	(18,455,813)	(13,678,435)	(13,289,400)	(13,878,237)	(15,537,383)	(11,234,051)	(12,629,498)	(11,529,574)	-	-	-	(127,153,983)
Warehousing & Distribution	(1,198,161)	(1,299,706)	(1,006,018)	(990,644)	(1,011,432)	(1,106,028)	(841,870)	(923,996)	(850,881)	-	-	-	(9,228,736)
Trade Marketing	(532,293)	(578,673)	(446,085)	(439,522)	(449,357)	(491,873)	(372,834)	(410,123)	(377,771)	-	-	-	(4,098,530)
Gross Profit	6,472,647	7,073,169	6,657,643	5,726,319	5,458,803	5,883,751	5,819,423	4,896,601	4,979,321	-	-	-	52,967,677
BABLO Operating Costs	(281,320)	(247,354)	(233,306)	(253,816)	(94,582)	(219,870)	(321,496)	(284,310)	(320,379)	-	-	-	(2,256,433)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	6,191,327	6,825,814	6,424,337	5,472,503	5,364,221	5,663,881	5,497,927	4,612,291	4,658,942	-	-	-	50,711,244
Variance													
Gross Sales	1,285,360	4,627,466	2,238,777	1,081,586	2,672,152	(573,520)	1,516,699	1,694,619	(1,398,936)	-	-	-	13,144,204
Cost of Goods Sold	(1,723,591)	(3,933,813)	(1,215,435)	(944,400)	(2,323,237)	(497,383)	(555,051)	(1,686,498)	670,426	-	-	-	(12,208,983)
Warehousing & Distribution	75,913	(77,632)	56,056	62,430	(20,358)	156,046	81,204	20,078	190,194	-	-	-	543,931
Trade Marketing	3,707	(65,673)	(6,085)	(3,522)	(41,357)	39,127	4,166	(24,123)	53,229	-	-	-	(40,530)
Gross Profit	(358,610)	550,348	1,073,314	196,094	287,200	(875,730)	1,047,017	4,076	(485,088)	-	-	-	1,438,621
BABLO Operating Costs	99,680	116,646	79,694	56,184	195,418	157,130	(53,496)	(9,310)	(14,379)	-	-	-	627,567
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	(258,931)	666,994	1,153,007	252,278	482,618	(718,600)	993,522	(5,234)	(499,467)	-	-	-	2,066,189
Transfer to Undedicated revenue													
Operating Profit	6,191,327	6,825,814	6,424,337	5,472,503	5,364,221	5,663,881	5,497,927	4,612,291	4,658,942	-	-	-	50,711,244
Outstanding Receivables	2,519,283	(2,680,780)	518,802	2,892,251	(1,491,929)	(2,079,138)	2,539,744	(253,109)	130,398	-	-	-	2,095,523
Other Adjustments	-	-	-	-	-	-	-	-	-	-	-	-	-
Transfer to Undedicated revenue	8,710,610	4,145,035	6,943,139	8,364,754	3,872,292	3,584,743	8,037,671	4,359,183	4,789,340	-	-	-	52,806,767
Performance Indicators													
<u>Actual/Budget Indicators</u>													
Sales	105.4%	120.3%	111.5%	105.6%	114.7%	97.6%	109.1%	109.9%	92.7%				81.3%
COGS	111.3%	127.1%	109.8%	107.7%	120.1%	103.3%	105.2%	115.4%	94.5%				83.9%
Operating Profit	96.0%	110.8%	121.9%	104.8%	109.9%	88.7%	122.1%	99.9%	90.3%				79.0%
<u>Actual Performance Indicators</u>													
COGS/Sales	67.4%	67.3%	62.8%	65.0%	66.7%	67.5%	61.5%	67.0%	65.0%				65.7%
Operating Profit/Sales	24.6%	24.9%	29.5%	26.8%	25.8%	24.6%	30.1%	24.5%	26.3%				26.2%

Maine County Case Analysis through March 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	302,672	313,367	-3.41%	-10,694	655,099	669,483	-2.15%	-14,384	1,063,448	1,088,196	-2.27%	-24,748
ANDROSCOGGIN	28,038	29,200	-3.98%	-1,162	58,516	60,247	-2.87%	-1,731	91,710	92,885	-1.27%	-1,175
AROOSTOOK	12,494	13,000	-3.90%	-506	26,957	27,438	-1.76%	-482	41,135	42,057	-2.19%	-922
CUMBERLAND	78,838	82,706	-4.68%	-3,867	171,651	178,009	-3.57%	-6,358	287,773	299,216	-3.82%	-11,443
FRANKLIN	9,599	10,354	-7.30%	-756	18,312	19,640	-6.76%	-1,328	28,236	29,217	-3.36%	-981
HANCOCK	12,518	12,533	-0.13%	-16	28,379	28,450	-0.25%	-71	52,709	53,300	-1.11%	-590
KENNEBEC	29,100	29,676	-1.94%	-576	62,249	62,688	-0.70%	-439	96,694	97,453	-0.78%	-759
KNOX	8,053	8,440	-4.58%	-387	17,636	18,109	-2.61%	-473	28,199	29,181	-3.37%	-982
LINCOLN	7,405	7,660	-3.34%	-256	16,552	17,172	-3.61%	-620	27,511	28,767	-4.36%	-1,256
OXFORD	9,856	10,446	-5.65%	-590	21,322	21,925	-2.75%	-603	33,726	34,670	-2.72%	-944
PENOBSCOT	36,027	37,167	-3.07%	-1,141	79,238	79,830	-0.74%	-591	123,560	125,815	-1.79%	-2,255
PISCATAQUIS	3,350	3,828	-12.48%	-478	7,429	8,089	-8.15%	-660	12,328	13,242	-6.90%	-914
SAGadahoc	7,456	7,655	-2.60%	-199	16,622	16,863	-1.43%	-241	25,646	26,182	-2.05%	-536
SOMERSET	10,389	10,322	0.65%	67	21,726	21,649	0.36%	77	33,897	34,197	-0.88%	-300
WALDO	5,981	6,215	-3.77%	-234	13,115	13,344	-1.72%	-229	20,794	21,375	-2.72%	-582
WASHINGTON	6,801	6,756	0.67%	45	14,825	14,946	-0.81%	-121	23,520	24,183	-2.74%	-663
YORK	36,769	37,408	-1.71%	-639	80,568	81,085	-0.64%	-516	136,011	136,457	-0.33%	-446
Months Included:	Mar 24, Feb 24, Jan 24	Mar 23, Feb 23, Jan 23			Mar 24, Feb 24, Jan 24, Dec 23, Nov 23, Oct 23	Mar 23, Feb 23, Jan 23, Dec 22, Nov 22, Oct 22			Mar 24, Feb 24, Jan 24, Dec 23, Nov 23, Oct 23, Sep 23, Aug 23, Jul 23	Mar 23, Feb 23, Jan 23, Dec 22, Nov 22, Oct 22, Sep 22, Aug 22, Jul 22		

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

Maine County Case Analysis (9Lt Equiv) Top 25 - Ready to Print.xlsx

Rank	Acct #	Customer	License #	Location	County	Mar-24	Feb-24	Jan-24	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff
1	930081	ROOPERS AUBURN MINOT AVE	AGN-2006-427	AUBURN ,ME	ANDROSCOGGIN	2,587.82	4,385.11	2,708.28	9,681.21	9,200.09	5.23%	481.12
2	937052	DAMON'S BEV BANGOR	AGN-2018-1061	BANGOR ,ME	PENOBSCOT	1,418.36	1,647.01	1,412.07	4,477.44	4,170.14	7.37%	307.30
3	927848	GOGGIN'S IGA -RANDOLPH	AGN-1992-249	RANDOLPH ,ME	KENNEBEC	309.23	436.04	362.58	1,107.85	805.71	37.50%	302.14
4	932780	SAM'S CLUB #6462 AUGUSTA	AGN-2009-610	AUGUSTA ,ME	KENNEBEC	404.41	603.57	580.73	1,588.71	1,365.17	16.37%	223.54
5	935502	ROOPERS LEWISTON LISB ST	AGN-2014-806	LEWISTON ,ME	ANDROSCOGGIN	368.71	405.22	465.53	1,239.46	1,053.07	17.70%	186.39
6	929034	J.D.'S PACKAGE STORE, INC	AGN-2004-413	EAST WATERBORO ,ME	YORK	1,171.47	1,505.98	923.47	3,600.91	3,447.83	4.44%	153.08
7	939694	HILLTOP SUPERETTE	AGN-2021-13221	PORTLAND ,ME	CUMBERLAND	319.35	292.68	270.83	882.86	747.59	18.09%	135.27
8	928127	SAM'S CLUB #6333 BANGOR	AGN-2001-328	BANGOR ,ME	PENOBSCOT	367.17	540.28	455.36	1,362.81	1,247.23	9.27%	115.58
9	939165	TRADEWINDS ENI #2332	AGN-2020-12807	HAMPDEN ,ME	PENOBSCOT	88.38	104.36	125.92	318.67	212.00	50.31%	106.67
10	927723	HANNAFORD #8123 ELLSWORTH	AGN-1992-237	ELLSWORTH ,ME	HANCOCK	444.77	478.78	469.30	1,392.86	1,298.79	7.24%	94.06
11	939538	BIG APPLE #1027 ELM WATER	AGN-2020-13019	WATERVILLE ,ME	KENNEBEC	153.20	185.26	166.82	505.28	417.03	21.16%	88.25
12	932608	SAM'S CLUB #8186 SCARBORO	AGN-2009-592	SCARBOROUGH ,ME	CUMBERLAND	539.50	399.91	425.15	1,364.57	1,280.99	6.52%	83.57
13	927319	HANNAFORD #8229 WATER ELM	AGN-1992-191	WATERVILLE ,ME	KENNEBEC	371.72	327.37	394.75	1,093.84	1,011.12	8.18%	82.72
14	939470	OAK HILL BEVERAGE	AGN-2020-12943	SCARBOROUGH ,ME	CUMBERLAND	254.29	360.95	275.12	890.35	809.13	10.04%	81.22
15	940726	MARITIME FARMS #190676	AGN-2022-14849	ROCKLAND ,ME	KNOX	315.08	273.08	306.99	895.15	813.99	9.97%	81.16
16	940460	DELIA'S	AGN-2022-14486	COLUMBIA ,ME	WASHINGTON	173.25	158.42	170.03	501.70	420.86	19.21%	80.84
17	937920	TIM'S LITTLE BIG STORE	AGN-2018-1073	OLD TOWN ,ME	PENOBSCOT	152.14	167.89	158.54	478.56	401.81	19.10%	76.75
18	926360	HANNAFORD #8238 WATER JFK	AGN-1996-113	WATERVILLE ,ME	KENNEBEC	352.21	456.77	438.42	1,247.39	1,176.44	6.03%	70.95
19	932707	HANNAFORD #8250 AUG CONY	AGN-2009-612	AUGUSTA ,ME	KENNEBEC	577.52	479.47	567.12	1,624.11	1,555.50	4.41%	68.60
20	931766	BOB'S NEIGHBORHOOD STORE	AGN-2008-542	MADAWASKA ,ME	AROOSTOOK	73.00	114.60	86.96	274.56	211.92	29.56%	62.64
21	926600	BOW STREET #8302 FREEPORT	AGN-2003-133	FREEPORT ,ME	CUMBERLAND	221.85	273.03	213.37	708.24	647.45	9.39%	60.79
22	935981	MARKET BASKET BIDDEFORD	AGN-2015-838	BIDDEFORD ,ME	YORK	618.91	582.68	421.87	1,623.46	1,564.89	3.74%	58.58
23	934596	BIG APPLE #1096 POL 1510	AGN-2013-755	POLAND ,ME	ANDROSCOGGIN	81.05	77.58	91.99	250.63	192.40	30.26%	58.23
24	935890	COUNTRY FARMS MKT WASHBRN	AGN-2015-827	WASHBURN ,ME	AROOSTOOK	111.91	122.21	90.21	324.33	266.89	21.52%	57.44
25	928796	C FARMS #5585 BRNSWK	AGN-2004-398	BRUNSWICK ,ME	CUMBERLAND	146.39	141.17	127.75	415.31	358.12	15.97%	57.19
					TOTAL	57,003.70	59,870.41	57,031.17	37,850.27	34,676.18	9.15%	3,174.09

Sales Region	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year
State of Maine	302,672	313,367	-3.41%	-10,695

Top 25 Agents % of 3 month Business 12.51% 11.07%

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
FY24	3,198	3,376	3,078	9,652	3.16%	\$1,175,850	\$1,168,654	\$1,139,944	\$3,484,448	3.51%	\$332,845	\$321,248	\$322,487	\$976,580	1.96%
FY23	3,129	3,079	3,148	9,356		\$1,105,985	\$1,130,119	\$1,130,194	\$3,366,298		\$309,698	\$323,693	\$324,435	\$957,826	
Variance	69	297	-70	296		\$69,865	\$38,535	\$9,750	\$118,150		\$23,147	-\$2,445	-\$1,948	\$18,754	

New Items for Commission Approval

April 9, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
MARTIGNETTI	MARTIGNETTI	16709	BEANBALL STRAIGHT BOURBON WHISKEY	750	12	\$303.73	\$44.99	BOURBON	
MARTIGNETTI	MARTIGNETTI	27601	MICHTER'S US*1 SMALL BTCH SOUR MASH WHK	750	6	\$192.45	\$56.99	WHISKEY	
MARTIGNETTI	MARTIGNETTI	26078	SPITBALL CINNAMON FLAVORED WHISKEY	750	12	\$236.10	\$34.99	WHISKEY	
MARTIGNETTI	PALM BAY INTERNATIONAL	15550	DRUMSHANBO SINGLE POT STILL IRISH WHISKY	750	6	\$212.41	\$64.99	IRISH WHISKEY	
MARTIGNETTI	SAZERAC CO., INC.	35213	SOBIESKI POLISH VODKA	1750	6	\$59.60	\$19.99	VODKA	
MS WALKER	FIFTH GENERATION INC	38185	TITO'S HANDMADE VODKA 15-4B SLEEVE	50	15	\$73.31	\$9.29	VODKA	
MS WALKER	HENRY STEELE IMPORTS	85248	EL BUHO ESPECIAL MEZCAL	375	12	\$110.68	\$17.99	TEQUILA	
MS WALKER	M.S. WALKER, INC.	28409	CITADELLE GIN VIVE LE CORNICHON 700ML	700	6	\$127.90	\$38.99	GIN	
MS WALKER	M.S. WALKER, INC.	44233	FOURSQUARE 2011 SGL BLEND RUM BARBADOS	750	6	\$463.10	\$139.99	RUM	
MS WALKER	MHW, LTD	46617	BLUE CHAIR BAY LIME FLV RUM	750	12	\$131.72	\$19.99	RUM	
RNDC NEW HAMPSHIRE LLC	BROWN FORMAN BEVERAGE	22229	WOODFORD RSV DBL OAK PERSONAL BRL BUY-BR	750	6	\$243.30	\$71.99	BOURBON	
RNDC NEW HAMPSHIRE LLC	CONSTELLATION BRANDS	16433	HIGH WEST BOTTLED IN BOND STRAIGHT RYE	750	6	\$270.41	\$80.49	WHISKEY	
RNDC NEW HAMPSHIRE LLC	MARUSSIA BEVERAGES USA IN	68727	MOZART CHOCOLATE COCONUT NON-D CREAM LIQ	750	6	\$101.40	\$29.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	58268	CUTWATER ESPRESSO MARTINI 4PK 355ML	355	6	\$40.03	\$12.99	COCKTAILS	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	66322	GHOST SPICY REPOSADO TEQ W/NATURAL FLV	750	6	\$159.33	\$47.99	TEQUILA	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	65069	GIFFARD ABRICOT DU ROUSSILLON LIQUEUR	750	6	\$152.12	\$44.99	CORDIALS	

New Items for Commission Approval

April 9, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	18522	HEAVEN'S DOOR ASCENSION KENTUCKY SBW	750	6	\$219.56	\$64.99	BOURBON	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	74299	HEAVEN'S DOOR EXPLORATION SRS CALVADOS	750	6	\$338.07	\$99.99	WHISKEY	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	25777	SUGARLANDS MARK & DIGGER LEGACY CORN WHK	750	6	\$90.51	\$26.99	WHISKEY	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	77367	SUGARLANDS SHINE LS MARK ROGER PEACH	750	6	\$90.93	\$26.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	21024	PEERLESS SMALL BATCH KSBW	750	6	\$304.16	\$89.99	BOURBON	
RUBY WINES NH	PARK STREET IMPORTS	17338	CHICKEN COCK SMALL BATCH KSBW	750	6	\$236.44	\$69.99	BOURBON	
RUBY WINES NH	PARK STREET IMPORTS	85665	ELVIS MIDNIGHT SNACK FLV WHISKEY DSS	750	6	\$101.10	\$29.99	WHISKEY	
RUBY WINES NH	RUBY WINES NH	22090	WILLETT FAMILY ESTATE 9Y BOURBON	750	6	\$1,354.84	\$399.99	BOURBON	
SOUTHERN GLAZERS LLC	BEAM SUNTORY	18388	KNOB CREEK 10 YR STRAIGHT RYE WHISKEY	750	6	\$236.44	\$69.99	WHISKEY	
SOUTHERN GLAZERS LLC	BEAM SUNTORY	62974	ON THE ROCKS BLUE HAWAIIAN CKTL	375	12	\$86.73	\$13.99	COCKTAILS	
SOUTHERN GLAZERS LLC	CASAMIGOS-DIAGEO	66358	CASAMIGOS BLANCO JALAPENO TEQUILA	750	6	\$189.33	\$56.99	TEQUILA	
SOUTHERN GLAZERS LLC	HOOD RIVER DISTILLERS, INC	53672	CLEAR CREEK BLUE PLUM BRANDY	700	6	\$129.75	\$39.99	BRANDY	
SOUTHERN GLAZERS LLC	MHW, LTD	15175	WHISTLEPIG PIGGYBANK 10 YR RYE	1000	3	\$507.00	\$299.99	WHISKEY	
SOUTHERN GLAZERS LLC	MHW, LTD	15203	WHISTLEPIG THE BEHOLDEN SGL MLT WHK	750	1	\$508.20	\$899.99	WHISKEY	
SOUTHERN GLAZERS LLC	OLE SMOKY DISTILLERY, LLC	80356	OLE SMOKY SNICKERDOODLE CREAM MOONSHINE	750	6	\$69.70	\$20.99	WHISKEY	
SOUTHERN GLAZERS LLC	PROXIMO SPIRITS, INC.	89193	CUERVO ESPECIAL TEQUILA	200	48	\$171.88	\$6.99	TEQUILA	

New Items for Commission Approval

April 9, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
SOUTHERN GLAZERS LLC	PROXIMO SPIRITS, INC.	87402	JOSE CUERVO ESPECIAL SILVER TEQUILA	200	48	\$171.88	\$6.99	TEQUILA	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	21239	1792 SMALL BATCH KSBW	1750	3	\$104.92	\$59.99	BOURBON	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	84144	99 GRAPES SCHNAPPS LIQUEUR	750	12	\$86.81	\$13.99	CORDIALS	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	76685	FIREBALL DRAGON RSV CIN FIN OAK BRLS	750	12	\$161.97	\$24.99	CANADIAN WHISKEY	
SOUTHERN GLAZERS LLC	PERNOD RICARD USA	21188	RABBIT HOLE FOUNDERS COLL MIZUNARA BBN	750	1	\$819.00	\$1,449.99	BOURBON	
STONE FENCE BEVERAGE	ICE PIK DISTILLING	39362	ICE PIK BLUEBERRY FLV VODKA	1750	6	\$89.49	\$25.99	VODKA	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	21570	MENLO DIST SUGARWOOD 1790 9Y SGL BRL SBW	750	6	\$405.97	\$119.99	BOURBON	
Total New Items - 39									

**Label Changes for Commission Approval
April 9, 2024**

Broker	Supplier	Code	Description	Size	Retail	Change	Approved
M.S. WALKER, INC.	MS WALKER	42396	PLANTERAY 3 STARS 82.4P	750	\$20.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	42524	PLANTERAY 3 STARS 82.4P	1000	\$23.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	42849	PLANTERAY 5YR BARBAD 80P	750	\$32.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	43849	PLANTERAY ISLE FIJI 80P	750	\$32.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	43533	PLANTERAY OFTD OP 138P	1000	\$36.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	42395	PLANTERAY ORIG DARK 80P	750	\$20.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	43600	PLANTERAY ORIG DARK 80P	1000	\$23.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	43859	PLANTERAY ORIG DARK 80P	1750	\$35.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	76892	PLANTERAY PINEAPPLE 80P	750	\$38.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	43709	PLANTERAY XAYMACA 86P	750	\$32.99	NAME AND UPC CHANGE (was Plantation)	
M.S. WALKER, INC.	MS WALKER	42851	PLANTERAY XO RUM 80P	750	\$69.99	NAME AND UPC CHANGE (was Plantation)	
SOUTHERN GLAZERS LLC	PROXIMO SPIRITS, INC.	87507	1800 BLANCO TEQUILA 80P	200	\$9.49	NAME CHANGE (was 1800 Silver)	
SOUTHERN GLAZERS LLC	PROXIMO SPIRITS, INC.	87508	1800 BLANCO TEQUILA 80P	50	\$3.49	NAME CHANGE (was 1800 Silver)	
SOUTHERN GLAZERS LLC	PROXIMO SPIRITS, INC.	87509	1800 BLANCO TEQUILA 80P	375	\$17.99	NAME CHANGE (was 1800 Silver)	
SOUTHERN GLAZERS LLC	PROXIMO SPIRITS, INC.	87510	1800 BLANCO TEQUILA 80P	750	\$29.99	NAME CHANGE (was 1800 Silver)	
SOUTHERN GLAZERS LLC	PROXIMO SPIRITS, INC.	87511	1800 BLANCO TEQUILA 80P	1000	\$37.99	NAME CHANGE (was 1800 Silver)	
SOUTHERN GLAZERS LLC	PROXIMO SPIRITS, INC.	87513	1800 BLANCO TEQUILA 80P	1750	\$48.99	NAME CHANGE (was 1800 Silver)	

Label Changes for Commission Approval

April 9, 2024

Broker	Supplier	Code	Description	Size	Retail	Change	Approved
UNBROKERED	BLUE BARREN	46025	BARREN'S SPICED RUM	750	\$34.99	LABEL AND NAME CHANGE (was Ragged Mountain Rum)	
Total Label Changes - 18							

VAP and/or Seasonal Listings for Commission Approval
April 9, 2024

Broker	Supplier	Code	Description	Size	Pack	Retail	Approved
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	29119	AVIATION GIN 90P	750	6	\$29.99	
Total VAP/Seasonal Items - 1							

**Coupons/Rebates for Commission Approval
April 09, 2024**

Product	Size	Offer	Effective	Expiration	Approved
BACARDI RUM, ANY FLAVOR	750ML OR LARGER	\$5 MIR OR DIGITAL	4/1/2024	5/31/2024	
CAZADORES REPOSADO, BLANCO, ANEJO, EXTRA ANEJO, CRISTALINO OR CAFÉ	750ML OR LARGER	\$5 MIR OR DIGITAL	4/1/2024	5/31/2024	
CORRALEJO TEQUILA	750ML	\$3 IRC	4/1/2024	5/31/2024	
CORRALEJO TEQUILA	750ML	\$5 MIR OR DIGITAL	4/1/2024	5/31/2024	
JOSE CUERVO ESPECIAL OR TRADICIONAL	750ML OR LARGER	\$2 IRC	6/1/2024	9/11/2024	
JOSE CUERVO ESPECIAL OR TRADICIONAL	750ML OR LARGER	\$4 MIR	6/1/2024	9/11/2024	
PATRON SILVER, ANEJO, OR REPOSADO	1.745L	\$15 MIR OR DIGITAL	4/1/2024	7/31/2024	
TEREMANA TEQUILA	750ML OR LARGER	\$3 IRC	4/1/2024	5/31/2024	
TEREMANA TEQUILA	375ML	\$1.50 IRC	4/1/2024	5/31/2024	
STOLI VODKA & BORGHETTI COMBINED PURCHASE	750ML	\$7 MIR OR DIGITAL	4/1/2024	6/30/2024	
MI CAMPO TEQUILA	750ML	\$2 IRC	4/9/2024	5/31/2024	
MI CAMPO COCKTAILS (ANY FLAVOR)	375ML	\$1 IRC	4/9/2024	5/31/2024	
ALLEN'S COFFEE BRANDY	1 OR 2 750ML OR LARGER	\$2 OR \$5 MIR	4/1/2024	9/30/2024	
CROWN ROYAL (ANY VARIANT)	750ML	\$5 IRC	5/1/2024	6/30/2024	
SVEDKA VODKA (AND ANY FLAVOR) OR SVEDKA GIN	750ML OR LARGER	\$2 IRC	5/1/2024	12/31/2024	
DISARONNO VELVET	750ML	\$10 MIR OR DIGITAL	1/1/2024	12/31/2024	
DISARONNO	750ML OR LARGER	\$4 MIR OR DIGITAL	1/1/2024	12/31/2024	

Coupons/Rebates for Commission Approval

April 09, 2024

Product	Size	Offer	Effective	Expiration	Approved
JOHNNIE WALKER RED LABEL SCOTCH WHISKY	750ML OR 1.75L	\$3 IRC	5/1/2024	6/30/2024	
CIROC VODKA (AND ANY FLAVOR)	750ML	\$3 IRC	5/1/2024	6/30/2024	
TANQUERAY- LONDON DRY GIN; NO. TEN GIN, RANGPUR GIN OR SEVILLA GIN	750ML OR 1.75L	\$4 IRC	5/1/2024	6/30/2024	
SEAGRAMS 7 CROWN	1.75L	\$3 IRC	5/1/2024	6/30/2024	
JOHNNIE WALKER BLACK SCOTCH WHISKY	750ML OR 1.75L	\$3 IRC	5/1/2024	6/30/2024	
MR BLACK COFFEE LIQUEUR	750ML	\$3 IRC	5/1/2024	6/30/2024	
WHITE CLAW VODKA (ANY FLAVOR)	750ML	\$2 MIR	3/1/2024	9/30/2024	
GRAY WHALE GIN	750ML	\$3 IRC	4/1/2024	12/31/2024	
Total Coupons/Rebates - 25					

Fiscal Year Comparison Through March 30, 2024

Draw

Game		FY 23		FY 24	Variance	% Variance
Gimme5	\$	941,681	\$	900,143	\$ (41,538)	-4.41%
World Poker Tour	\$	904,043	\$	819,363	\$ (84,680)	-9.37%
Lotto America	\$	2,540,090	\$	1,489,755	\$ (1,050,335)	-41.35%
Lucky for Life	\$	5,153,080	\$	4,961,262	\$ (191,818)	-3.72%
Pick 4	\$	3,836,079	\$	3,556,775	\$ (279,304)	-7.28%
Pick 3	\$	4,692,208	\$	4,562,634	\$ (129,575)	-2.76%
Megabucks	\$	6,221,150	\$	10,369,836	\$ 4,148,686	66.69%
Mega Millions	\$	17,875,461	\$	15,642,044	\$ (2,233,417)	-12.49%
Powerball	\$	23,505,399	\$	27,912,858	\$ 4,407,459	18.75%
Total Draw Sales	\$	65,669,191	\$	70,214,669	\$ 4,545,479	6.92%

Fast Play	\$	10,621,699	\$	11,832,192	\$1,210,493	11.40%
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Instant

		FY 23		FY 24	Variance	% Variance
Price Point						
\$1	\$	5,322,974	\$	4,035,400	\$ (1,287,574)	-24.19%
\$2	\$	13,196,840	\$	12,742,246	\$ (454,594)	-3.44%
\$3	\$	16,587,633	\$	16,011,690	\$ (575,943)	-3.47%
\$5	\$	60,773,075	\$	57,431,860	\$ (3,341,215)	-5.50%
\$10	\$	61,060,390	\$	59,813,290	\$ (1,247,100)	-2.04%
\$20	\$	19,903,000	\$	22,946,240	\$ 3,043,240	15.29%
\$25	\$	63,954,650	\$	31,235,600	\$ (32,719,050)	-51.16%
\$30			\$	42,561,510	\$ 42,561,510	
Total Instants	\$	240,798,562	\$	246,777,836	\$5,979,274	2.48%

Total Combined	\$	317,089,452	\$	328,824,697	\$ 11,735,246	3.70%
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LOTTERY PROFIT TRANSFER TO GENERAL FUND - FY 2024

	Current Fiscal Year Performance				Past Fiscal Years' Performance			
	Budget FY24	Actual FY24	Variance Dollars	Variance %	Actual FY23	Actual FY22	Actual FY21	Actual FY20
July	\$ 6,886,793	\$ 9,806,382	\$ 2,919,589	42.39%	\$ 9,717,486	\$ 6,947,748	\$ 5,271,349	\$ 4,372,781
August	\$ 5,509,433	\$ 5,183,984	\$ (325,449)	-5.91%	\$ 4,164,540	\$ 5,512,697	\$ 6,929,644	\$ 6,519,125
September	\$ 6,886,793	\$ 6,731,498	\$ (155,295)	-2.25%	\$ 3,493,085	\$ 4,726,583	\$ 4,822,725	\$ 4,282,740
October	\$ 5,509,433	\$ 1,967,191	\$ (3,542,242)	-64.29%	\$ 6,675,164	\$ 7,001,996	\$ 5,891,358	\$ 4,210,132
November	\$ 5,509,433	\$ 5,635,499	\$ 126,066	2.29%	\$ 7,184,011	\$ 4,207,005	\$ 4,884,356	\$ 7,614,872
December	\$ 6,886,793	\$ 10,519,423	\$ 3,632,630	52.75%	\$ 7,138,319	\$ 7,560,351	\$ 6,588,148	\$ 5,071,546
January	\$ 5,509,433	\$ 13,908,262	\$ 8,398,829	152.44%	\$ 6,858,726	\$ 5,233,306	\$ 10,216,388	\$ 4,715,297
February	\$ 5,509,433	\$ 5,390,259	\$ (119,174)	-2.16%	\$ 4,162,612	\$ 4,065,525	\$ 4,697,925	\$ 6,410,407
March	\$ 6,886,793	\$ 10,132,468	\$ 3,245,675	47.13%	\$ 5,356,396	\$ 8,336,659	\$ 7,465,530	\$ 4,595,526
April	\$ 5,509,433				\$ 5,635,410	\$ 7,114,263	\$ 4,318,331	\$ 3,525,241
May	\$ 5,509,433				\$ 6,231,137	\$ 5,612,671	\$ 6,444,655	\$ 7,853,991
June	\$ 6,886,797				\$ 5,467,786	\$ 5,005,102	\$ 3,117,308	\$ 5,418,085
Current FY YTD	\$ 55,094,337	\$ 69,274,966	\$ 14,180,629	25.74%	\$ 72,084,673	\$ 71,323,906	\$ 70,647,717	\$ 64,589,742
Budget	\$ 73,000,000							
		FY23 YTD Profit	Variance Dollars	% Variance				
YOY Comparison		\$ 54,750,339	\$ 14,524,626	26.53%				
Projected	\$ 91,207,896							

PROFIT TRANSFER TO OUTDOOR HERITAGE FUND - FY 2024

	Current Fiscal Year Performance				Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance	Actual	Actual	Actual	Actual
	<u>FY24</u>	<u>FY24</u>	<u>Dollars</u>	<u>%</u>	<u>FY23</u>	<u>FY22</u>	<u>FY21</u>	<u>FY20</u>
July	\$ 76,923	\$ 153,382	\$ 76,459	99.40%	\$ 89,099	\$ 31,025	\$ 44,271	\$ 23,377
August	\$ 61,538	\$ 125,007	\$ 63,469	103.14%	\$ 106,400	\$ 15,870	\$ 61,305	\$ 65,213
September	\$ 61,538	\$ 193,218	\$ 131,680	213.98%	\$ 96,902	\$ 204,657	\$ 22,000	\$ 22,880
October	\$ 76,923	\$ 80,969	\$ 4,046	5.26%	\$ 159,481	\$ 39,081	\$ 30,111	\$ 68,882
November	\$ 61,538	\$ 80,510	\$ 18,972	30.83%	\$ 54,908	\$ 61,385	\$ 25,152	\$ 76,883
December	\$ 76,923	\$ 170,863	\$ 93,940	122.12%	\$ 73,814	\$ 82,083	\$ 39,372	\$ 54,553
January	\$ 61,538	\$ 6,751	\$ (54,787)	-89.03%	\$ 60,536	\$ 57,444	\$ 117,214	\$ 29,429
February	\$ 61,538	\$ 100,517	\$ 38,979	63.34%	\$ 61,158	\$ 24,591	\$ 13,392	\$ 43,551
March	\$ 61,538	\$ 188,446	\$ 126,908	206.23%	\$ 69,357	\$ 49,369	\$ 11,061	\$ 12,239
April	\$ 76,923				\$ 85,448	\$ 35,089	\$ 22,323	\$ 25,682
May	\$ 61,538				\$ 79,279	\$ 36,210	\$ 60,231	\$ 152,310
June	\$ 61,542				\$ 171,189	\$ 105,123	\$ 25,904	\$ 76,150
Current FY YTD	\$ 599,997	\$ 1,099,663	\$ 499,666	83.28%	\$ 1,107,570	\$ 741,928	\$ 472,336	\$ 651,148
Budget	\$ 800,000							
YOY Comparison		FY23 YTD Profit	Variance Dollars	% Variance				
		\$ 771,655	\$ 328,008	42.51%				
Projected	\$ 1,578,366							

April 9, 2024

New Instant Games for Approval



- Top Prize \$50.
- KEY NUMBER MATCH play style with a 5X multiplier and an INSTANT WIN feature.
- Overall odds 1:4.63
- Quantity: 960,000
- Game #634



Match any of YOUR NUMBERS to either of the WINNING NUMBERS, win prize shown.

Reveal a “\$50 BURST” symbol, win \$50 instantly.

Reveal a “10X” symbol, win 10 times the prize shown.

- Top Prize \$10,000.
- KEY NUMBER MATCH play style with a 10X multiplier and an INSTANT WIN feature.
- Overall odds 1:4.19
- Quantity: 960,000
- Game #635

Match any of YOUR NUMBERS to the WINNING NUMBER, win prize shown.

Reveal a “\$50 BURST” symbol, win \$50 instantly.

Reveal a “5X” symbol, win 5 times the prize shown.



- Top Prize \$10,000.
- KEY NUMBER MATCH play style with a
- 20X multiplier, and INSTANT WIN and WIN ALL features.
- Overall odds 1:3.87
- Quantity: 1,200,000
- Game #636

Match any of YOUR NUMBERS to the WINNING NUMBER, win prize shown.

Reveal a “20X” symbol, win 20 times the prize shown.

Reveal a “\$50 BURST” symbol, win \$50 instantly.

Reveal a “MONEY BAG” symbol, WIN ALL 15 PRIZES!

50TH ANNIVERSARY!

\$5

MAINE LOTTERY

50

WIN UP TO \$100,000!

SEE TICKET BACK FOR PLAY INSTRUCTIONS.

WINNING NUMBERS

\$ \$ \$ \$

YOUR NUMBERS

PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

WIN UP TO 15 TIMES!

SCRATCH TO CASH

000 ■

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

- Top prize \$100,000
- Money Theme.
- “KEY NUMBER MATCH” play style with a 2X multiplier and two INSTANT WIN features.
- Overall odds 1:3.88
- Quantity: 960,000
- Game #654

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “2X” symbol, win 2 TIMES the prize shown. Reveal a “DOLLAR BILL” symbol, win prize shown instantly. Reveal a “\$50 BURST” symbol, win \$50 instantly.

\$5

MONEY TO GO!

WIN UP TO \$100,000!

SEE TICKET BACK FOR PLAY INSTRUCTIONS.

WINNING NUMBERS



YOUR NUMBERS

 PRIZE	 PRIZE	 PRIZE	 PRIZE	 PRIZE
 PRIZE	 PRIZE	 PRIZE	 PRIZE	 PRIZE
 PRIZE	 PRIZE	 PRIZE	 PRIZE	 PRIZE

WIN UP TO 15 TIMES!

SCRATCH TO CASH

000 ■

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

- Top prize \$100
- Money Theme.
- “KEY NUMBER MATCH” play style with 2 INSTANT WIN features.
- Overall odds 1:9.23
- Quantity: 1,560,000
- Game #634

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.

