

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, July 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, Stacey Fitts, and John Schneck.

BABLO/DAFS Staff in attendance: Louis Luchini, Director; Tracy Willett, Acting Deputy Director Liquor; Michael Boardman, Deputy Director Lottery; Daniel Meaney, Lottery Games Manager; Philip Mantis, Attorney General's Office; Terrance Meehan, Financial Analyst; Judy Thomas, Marketing Specialist; Susan Spencer, Deputy Director DAFS/GGSC; and Nicholle Clark, Liquor Operations Associate (acting as Clerk of the Commission).

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

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

Fuseideas in attendance (Lottery portion only): Steven Mason.

Spirits portion only: Rob Andreasen and David Hall, Southern Glazer's; Patrick Murphy, Martignetti; Gary Duncklee, RNDC; Tim Blue and Ken Grant, Roopers; Seth Ferris, MS Walker; Dean Nowell, Bow Street; Cathy Sullivan and Micheal Meir, RSVP; Peter Murphy, HPM; Ian Michaud, Pennant Distilling; Matthew Brown, Adam Sousa and Caleb Landry, Portland Distilling; and Graham Hamblett, Three of Strong.

Lottery portion only: Jonathan Asen, Bernstein Shur

Approval of Minutes:

Commission Chair Fitzgerald asked for a motion to approve the minutes of the June 11, 2024, meeting. A motion was made by Commissioner Sheehan to accept the minutes; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Director Luchini reported on June 2024 sales as follows:

- Sales report for June:
 - Shipping days: 20 TY vs. 22 LY
 - Cases sold were 117,167 TY vs. 133,217; -12.05%
- Dollar Sales were \$20,279,185 TY vs. \$22,851,175 LY; -11.26%
 - Bailment collected: \$248,396.

- Depletion allowances: \$1,334,674
- Sales report for YTD:
 - Cases sold were: 1,416,749 TY vs. 1,454,223 LY; -2.58%
 - Dollar Sales were: \$243,764,994 TY vs \$244,253,487 LY; -0.20%
 - Shipping days were 257 TY vs. 259 LY; -2
- Spirits Financial Activity YTD - FY 2024 vs FY 2023
 - Spirits Operating Profits - \$5,710,822 vs \$6,185,931, -7.68%
 - Spirits Profits Transfers - \$4,666,222 vs \$4,222,768 +10.50%

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 Spirits 3 Month Trend

New Business: None

Old Business: None

New Product Listings:

Acting Deputy Director Tracy Willett presented thirty-five (35) new product listings for July 2024. A motion was made by Commissioner Monaghan to approve all the items presented for listing; the motion was seconded by Commissioner Schneck. 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 eight (8) label/package changes for July 2024. A motion was made by Commissioner Schneck to accept the label/package changes as presented; the motion was seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Label/package changes distributed and attached to the minutes.)

Value Added Packs:

There were no value-added packs to present for July.

Rebates:

Acting Deputy Director Tracy Willett presented nineteen (25) rebates/coupons for July 2024. These rebates/coupons were standard in nature. A motion was made by Commissioner Schneck 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:
 - Sip & Sizzle – Summer recipes, from grill to glass.
 - June App Content Trends
 - Top Favored Recipe – Lemonade Rum Punch
 - Top Recipe – Lavender Margarita
 - Top Mood – Camp Cocktails
 - June 2024 Social Performance
 - Facebook Reach- 226,230
 - Facebook Engagement- 17,262
 - Facebook Followers-27,813
 - Instagram Reach- 38.3K
 - Instagram Engagement- 1,939
 - Instagram Followers- 7,455
 - June 2024 Top Social Posts
 - Facebook- Sign off Post with 1.3K Reach and 45 Engagements
 - Instagram- Springtime Aperol Spritz with 7.6K Views and 100 Engagements
 - June 2024 Email Marketing – 38% average open rate
 - In the Know Newsletter- 36.7% open rate
 - Maine Spirits App – Launched January 2018, Total Downloads – 132,684; New Downloads for June – 2,395

Other Business: None

Public Comments: None

The next Commission meeting is scheduled for Tuesday, August 13, 2024, at 10:00 a.m.
The September 2024 meeting is tentatively scheduled for September 10, 2024, at 10:00 a.m.

Lottery Operations:

Director Luchini reported that we will be hosting lottery winners and retailers at a Sea Dogs game on August 3rd as part of our 50th anniversary celebration. He also reported that Warehouse Dash winners from Maine, New Hampshire and Vermont will be in Portland in September to participate in the promotion. In October at the Augusta Civic Center the lottery will host lottery winners for a 50th Anniversary event. Players will have the chance to win merchandise and cash prizes up to \$250,000. Director Luchini reported that we are watching the Cash POP sales and early results are promising. He also reported that we are still getting responses on the RFI for the lottery. The current systems and services contract will expire at the end of the next fiscal year. Deputy Director Boardman reported that this is the ninth year in a row with record profits.

Director Luchini reported on YTD (Through July 1, 2024) sales as follows:

- Draw Sales FY24 \$87,564,296; +\$8,781,170 or +11.15%
- Fast Play Sales FY \$16,262,386; + 2,641,112 or +19.39%
- Instant Game Sales FY24 \$326,417,345 +\$8,540,602 or +2.69%
- Total Combined Sales FY24 \$430,244,027 +19,962,884 or +4.87%

- Lottery Profit Transfer to General Fund

- June Actual FY24 \$6,717,158 -169,639 to Budget -2.46%
 - YTD Actual FY24 \$88,673,283; +\$15,673,283 to Budget +21.47%
- Profit Transfer to Outdoor Heritage Fund
 - June Actual FY24 \$169,856; \$108,314 to Budget +176.00%
 - YTD Actual FY24 \$1,409,196; +\$609,196 to Budget +76.15%

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

Deputy Director Boardman reported the fiscal year Powerball comparison. He reported that FY24 Powerball sales were higher due to the number of large jackpots. In FY 24 players were playing for \$1 billion or more 9 times compared to FY23 when that number was only 4.

New Business: None

Old Business: None

Approval of New Games:

Deputy Director Boardman presented seven (7) new games for approval.

- (\$2) Game #646 – Creepy Cash
- (\$3) Game #647 – Maine Crossword
- (\$5) Game #654 – Money to Go
- (\$5) Game #656 – Power Spot
- (\$5) Game #645 – Monopoly
- (\$10) Game #651 – Money Craze
- (\$25) Game #652 - \$100 or \$250

A motion was made by Commissioner Sheehan to accept these games as presented; the motion was seconded by Commissioner Shneck. 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 they had to call a meeting, due to the audit firm that Tri-State has. The meeting was called to approve the new firm. Commissioner Sheehan also reported that they will have another meeting on August 9th regarding this change.

Scientific Games:

Darrell Frecker reported that Maine was one of the six States with positive instant sales. He reported there were record Draw sales and Fast Play sales, with a 20% increase in Fast Play sales. Darrell reported that they launched the new Cash POP game in June, and it is doing very well. He also reported they have an instant ticket planning meeting on July 10th, where they will be planning games out into the first part of next year. Darrell reported that they are working on a Holiday game

and a Powerball game change. They will be adding a play style to Powerball called Double Play, which will be the same winning numbers. Darrell also reported they are working on several promotions, and they are getting ready for the 50th anniversary. Deputy Director Boardman reported that Mega Millions will also be making a game change and will give us more information when available. Boardman also reported that they are working on a few other game enhancements for Fast Play. There will be a multi-jurisdictional progressive Fast Play, this will change the game to Powerball with Power Play and Double Play vs the current Powerball with just Power Play.

Greta reported they have a Monopoly fast play ticket that will launch in September. Greta reported that there have been 5 weeks of Cash POP and sales so far have been excellent. This past week's sales were up 7% over the week prior. Greta reported that the percentage of sales that are quick pick are declining, which means more and more people are choosing their own numbers. Greta reported the average ticket value since launch for Cash POP was \$2.66, in this last week that increased by 24% and is now \$3.31.

Greta reported that Suppertime draw is still the most popular during the week and Matinee on the weekends. Greta reported that when people purchase multiple Cash Pop tickets, hypothetically in the morning, they can do that for consecutive draws.

Cumulative Sales by Draw:

- Suppertime – 26%
- Matinee – 21%
- Brunch – 19%
- Night Owl – 18%
- Early Bird – 16%

Comparing the first ticket entered in May vs June. Greta reported the top 10 games in the 1st ticket entered report for May were Powerball, Golden Spin, Mega Millions, Maine Crossword, Megabucks, Lucky 7 Crossword, Doubling Red Bingo, Bee Bucks, Luck for Life, and \$50 or \$100. She reported the top 10 games in the 1st ticket entered report for June were, Powerball, The Golden Spin, Mega Millions, Maine crossword, Doubling Red Bing, Lucky for Life, Instant Millions, and Bee Bucks. The top 3 have been consistent.

Greta reported on the second chance promotions. The first one being The Seadogs promotions they did from May 31st through June 30th, 2024. In this promotion 10,169 unique players entered a total of 79,908 in the 50th Anniversary second-chance promotion. Another second chance promotion Greta reported was Golden Spin, with 11,399 unique players entering a total of 132,018 tickets.

Greta reported on upcoming promotions for 50th anniversary on August 8th through September 8th, 2024. Qualifying Tickets for this promotion include, Instant anniversary tickets (\$1, \$2, & \$5), Fast Play anniversary ticket, and Powerball. The drawing also offers 100 winners and their guests to attend the 50th anniversary event on October 26th, 2024. Drawings for this event will be held on September 10th, 2024.

Greta reported that they had the systems promotion in June to celebrate the 50th Anniversary. Greta stated when a player purchased a draw game ticket of \$5 or more, they have a chance to win \$50

instantly. This promotion excluded Fast Play and Cash POP. Gretta reported that the results of this promotion were excellent, with an increase of 4.2% in the first week compared to the week prior. The second week of the promotion compared to the week prior had an increase of 11.11%. Residual sales were increased by roughly 7.72% comparing week prior to one week post promo. The games that are running those large increases were Give Me 5, Lotto American, Pick 4 and Mega Millions.

Fuseideas:

Steve Mason reported the Golden Spin ticket was prominently featured in the month of May and June going through August, they are running 50th Anniversary and Cash POP TV. Steve reported the commercials will keep running only on tv during the local news s. Steve also reported that a radio commercial will be added in August to promote the 50th anniversary and enter for a chance to attend the 50th anniversary event.

Other Business: None

Public Comment: None

Adjournment:

The next Commission meeting is scheduled for Tuesday, August 13, 2024, at 10:00 a.m.
The September 2024 meeting is tentatively scheduled for September 10, 2024, at 10:00 a.m.

There being no further business Commissioner Schneck made a motion to adjourn; the motion was seconded by Commissioner Sheehan. The meeting adjourned at 11:34 am.



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/s/81381816112>

Meeting ID: 813 8181 6112

Tuesday, July 9, 2024, 10:00 a.m.

Agenda

Please note: Meeting materials will be available on Monday, July 8 on the Commission's webpage on the Bureau's website. The link to the materials is under [Additional Resources - Meeting Materials for July 9, 2024](#) (use this link to open the page).

- 1. Call the meeting to order**
- 2. Approve the minutes of the June 11, 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 August meeting – August 13, 2024
 - b. Set September 2024 tentative meeting date (September 10, 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 August meeting – August 13, 2024
 - b. Set September 2024 tentative meeting date (September 10, 2024)
- 7. Adjournment**

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

Sales Data 6/1/2024 - 6/30/2024		Monthly							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		22	20	-2					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		133,217	117,167	(16,050)	-12.05%	6,055	5,858	-3.25%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 22,851,175	\$ 20,279,185	\$ (2,571,990)	-11.26%	\$ 1,038,690	\$ 1,013,959	-2.38%	
Cost of Goods Sold		\$ 15,894,344	\$ 14,031,236	\$ (1,863,108)	-11.72%				
Depletion Allowances		\$ (1,287,470)	\$ (1,334,674)						
Total Cost of Good Sold		\$ 14,606,874	\$ 12,696,562	\$ (1,910,312)	-13.08%				
Sales Data 7/1/2023 - 6/30/2024		Year to Date							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		259	257	-2					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		1,454,223	1,416,749	(37,474)	-2.58%	5,615	5,513	-1.82%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 244,253,487	\$ 243,764,994	\$ (488,493)	-0.20%	\$ 943,064	\$ 948,502	0.58%	
Cost of Goods Sold		\$ 169,048,970	\$ 168,661,880	\$ (387,090)	-0.23%				
Depletion Allowances		\$ (14,139,876)	\$ (14,389,233)						
Total Cost of Good Sold		\$ 154,909,094	\$ 154,272,647	\$ (636,447)	-0.41%				
Other Revenue		Monthly Data			Year to Date Data				
				Variance				Variance	
		Prior Year	Current Year	Actual	%	Prior Year	Current Year	Actual	%
Premium Tax		\$ 290,820	\$ 256,085	\$ (34,735)	-11.94%	\$ 3,145,456	\$ 3,087,245	\$ (58,211)	-1.85%
Bailment		\$ 256,741	\$ 248,396	\$ (8,345)	-3.25%	\$ 3,066,057	\$ 3,070,924	\$ 4,867	0.16%
Depletion Allowances		\$ 1,287,470	\$ 1,334,674	\$ 47,204	3.67%	\$ 14,139,876	\$ 14,389,233	\$ 249,358	1.76%

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 vs Prior FY	FY24	FY23	% Variance vs Prior FY	FY24	FY23	% Variance vs Prior FY	FY24	FY23	FY24*	FY23**	% Variance vs Prior FY
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	\$ 19,192,171	\$ 17,668,337	8.62%	\$ 14,147,815	\$ 13,109,574	7.92%	\$ 5,044,356	\$ 4,558,763	10.65%	\$ 872,690	\$ (471,443)	\$ 5,917,046	\$ 4,087,320	44.77%
May	\$ 19,070,481	\$ 18,721,227	\$ 22,454,510	\$ 22,465,626	-0.05%	\$ 16,905,357	\$ 16,936,392	-0.18%	\$ 5,549,153	\$ 5,529,234	0.36%	\$ (1,792,430)	\$ 435,058	\$ 3,756,723	\$ 5,964,292	-37.01%
June	\$ 21,183,833	\$ 18,063,493	\$ 21,452,269	\$ 23,940,103	-10.39%	\$ 15,741,447	\$ 17,754,172	-11.34%	\$ 5,710,822	\$ 6,185,931	-7.68%	\$ (1,044,600)	\$ (1,963,163)	\$ 4,666,222	\$ 4,222,768	10.50%
Current FYTD	\$216,678,757	\$201,464,019	\$235,095,607	\$232,970,054	0.91%	\$173,790,854	\$171,978,394	1.05%	\$61,304,752	\$60,991,660	0.51%	\$ 1,175,783	\$ 1,466,375	\$62,480,536	\$62,458,035	0.04%

* 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 FY24	Actual FY24	Variance Dollars	Variance %	Actual FY23	Actual FY22	Actual FY21	Actual FY20
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	\$ 5,044,356	\$ 388,876	8.35%	\$ 4,558,763	\$ 4,794,707	\$ 5,101,498	\$ 4,810,095
May	\$ 5,141,407	\$ 5,549,153	\$ 407,746	7.93%	\$ 5,529,234	\$ 5,176,444	\$ 4,866,595	\$ 5,030,006
June	\$ 5,719,759	\$ 5,710,822	\$ (8,936)	-0.16%	\$ 6,185,931	\$ 5,990,848	\$ 5,950,215	\$ 5,805,615
Current FY YTD	\$ 64,161,700	\$ 67,015,575	\$ 2,853,874	4.45%	\$ 67,177,591	\$ 63,061,316	\$ 61,782,878	\$ 60,621,420
Budget	\$ 64,161,700							
		FY23 YTD Profit	Variance Dollars	% Variance				
YOY Comparison		\$ 67,177,591	\$ (162,017)	-0.24%				
Projected	\$ 67,015,575							

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	\$ 5,917,046	\$ 351,008	6.31%	\$ 4,087,320	\$ 4,110,132	\$ 3,679,997	\$ 3,423,265
May	\$ 5,566,038	\$ 3,756,723	\$ (1,809,315)	-32.51%	\$ 5,964,292	\$ 5,873,898	\$ 3,391,606	\$ 4,287,620
June	\$ 5,566,035	\$ 4,666,222	\$ (899,813)	-16.17%	\$ 4,222,768	\$ 4,205,352	\$ 7,516,843	\$ 6,658,437
Current FY YTD	\$ 66,000,000	\$ 67,146,758	\$ 1,146,758	1.74%	\$ 66,680,803	\$ 62,087,907	\$ 60,719,430	\$ 62,302,798
Budget	\$ 66,000,000							
YOY Comparison		FY23 YTD Profit	Variance Dollars	% Variance				
		\$ 66,680,803	\$ 465,955	0.70%				
Projected	\$ 67,146,758							

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

July 8, 2024

**Liquor Operations Monthly and Annual Net Receipts Budget and Actual Performance Comparison
State Fiscal Year 2024, as of June 30, 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	19,192,171	22,454,510	21,452,269	256,547,876
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)	(12,487,000)	(14,990,430)	(14,031,236)	(168,662,650)
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)	(927,924)	(1,093,658)	(1,019,123)	(12,269,440)
Trade Marketing	(532,293)	(578,673)	(446,085)	(439,522)	(449,357)	(491,873)	(372,834)	(410,123)	(377,771)	(411,482)	(486,107)	(452,819)	(5,448,937)
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	5,365,766	5,884,315	5,949,091	70,166,849
BABLO Operating Costs	(281,320)	(247,354)	(233,306)	(253,816)	(94,582)	(219,870)	(321,496)	(284,310)	(320,379)	(321,410)	(335,162)	(238,269)	(3,151,274)
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	5,044,356	5,549,153	5,710,822	67,015,575
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)	1,888,617	3,384,029	268,437	18,685,287
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	(1,456,000)	(2,833,430)	(526,236)	(17,024,650)
Warehousing & Distribution	75,913	(77,632)	56,056	62,430	(20,358)	156,046	81,204	20,078	190,194	23,150	(55,584)	123,951	635,449
Trade Marketing	3,707	(65,673)	(6,085)	(3,522)	(41,357)	39,127	4,166	(24,123)	53,229	(22,482)	(57,107)	24,181	(95,937)
Gross Profit	(358,610)	550,348	1,073,314	196,094	287,200	(875,730)	1,047,017	4,076	(485,088)	433,286	437,908	(109,667)	2,200,149
BABLO Operating Costs	99,680	116,646	79,694	56,184	195,418	157,130	(53,496)	(9,310)	(14,379)	(44,410)	(30,162)	100,731	653,726
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	(258,931)	666,994	1,153,007	252,278	482,618	(718,600)	993,522	(5,234)	(499,467)	388,876	407,746	(8,936)	2,853,874
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	5,044,356	5,549,153	5,710,822	67,015,575
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	872,690	(1,792,430)	(1,044,600)	131,183
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	5,917,046	3,756,723	4,666,222	67,146,758
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%	110.9%	117.7%	101.3%	107.9%
COGS	111.3%	127.1%	109.8%	107.7%	120.1%	103.3%	105.2%	115.4%	94.5%	113.2%	123.3%	103.9%	111.2%
Operating Profit	96.0%	110.8%	121.9%	104.8%	109.9%	88.7%	122.1%	99.9%	90.3%	108.4%	107.9%	99.8%	104.4%
<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%	65.1%	66.8%	65.4%	65.7%
Operating Profit/Sales	24.6%	24.9%	29.5%	26.8%	25.8%	24.6%	30.1%	24.5%	26.3%	26.3%	24.7%	26.6%	26.1%

Maine County Case Analysis through June 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	348,072	359,883	-3.28%	-11,811	650,744	673,250	-3.34%	-22,506	1,003,171	1,029,366	-2.54%	-26,196
ANDROSCOGGIN	29,403	30,122	-2.39%	-718	57,441	59,321	-3.17%	-1,880	87,919	90,369	-2.71%	-2,450
AROOSTOOK	13,532	13,258	2.07%	275	26,026	26,258	-0.88%	-232	40,489	40,696	-0.51%	-207
CUMBERLAND	96,032	100,804	-4.73%	-4,772	174,871	183,510	-4.71%	-8,639	267,684	278,813	-3.99%	-11,129
FRANKLIN	8,718	8,021	8.69%	697	18,317	18,375	-0.32%	-58	27,030	27,661	-2.28%	-631
HANCOCK	17,544	18,320	-4.24%	-777	30,061	30,854	-2.57%	-792	45,923	46,770	-1.81%	-847
KENNEBEC	31,418	32,058	-2.00%	-640	60,517	61,733	-1.97%	-1,216	93,667	94,746	-1.14%	-1,079
KNOX	8,917	9,492	-6.05%	-574	16,970	17,931	-5.36%	-961	26,553	27,601	-3.80%	-1,048
LINCOLN	9,109	9,500	-4.11%	-391	16,514	17,160	-3.77%	-647	25,661	26,672	-3.79%	-1,011
OXFORD	10,454	11,114	-5.93%	-659	20,310	21,559	-5.79%	-1,249	31,777	33,039	-3.82%	-1,262
PENOBSCOT	39,918	41,252	-3.23%	-1,334	75,945	78,419	-3.16%	-2,474	119,157	121,081	-1.59%	-1,925
PISCATAQUIS	3,870	4,067	-4.83%	-196	7,221	7,895	-8.54%	-674	11,300	12,156	-7.04%	-856
SAGadahoc	8,176	8,275	-1.19%	-99	15,632	15,930	-1.87%	-298	24,798	25,137	-1.35%	-339
SOMERSET	11,230	11,185	0.40%	45	21,618	21,507	0.52%	112	32,956	32,834	0.37%	122
WALDO	6,810	7,114	-4.27%	-304	12,791	13,329	-4.04%	-538	19,925	20,458	-2.60%	-533
WASHINGTON	7,601	7,973	-4.66%	-371	14,402	14,729	-2.22%	-327	22,426	22,919	-2.15%	-492
YORK	45,338	47,331	-4.21%	-1,993	82,107	84,739	-3.11%	-2,632	125,907	128,416	-1.95%	-2,509
Months Included:	Jun 24, May 24, Apr 24	Jun 23, May 23, Apr 23			Jun 24, May 24, Apr 24, Mar 24, Feb 24, Jan 24	Jun 23, May 23, Apr 23, Mar 23, Feb 23, Jan 23			Jun 24, May 24, Apr 24, Mar 24, Feb 24, Jan 24, Dec 23, Nov 23, Oct 23	Jun 23, May 23, Apr 23, Mar 23, Feb 23, Jan 23, Dec 22, Nov 22, Oct 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

LUXURY SPIRITS

MAINE LUXURY SPIRITS 3 MONTH TREND

3 Month Trend	April cases	May Cases	June Cases	Total 3 Months	% Change Prior Year	April \$	May \$	June \$	Total 3 Months	% Change Prior Year	April Profit \$	May Profit \$	June Profit \$	Total 3 Months	% Change Prior Year
FY24	3,183	4,422	4,221	11,825	0.04%	\$1,185,978	\$1,567,472	\$1,528,837	\$4,282,287	-0.91%	\$329,399	\$444,880	\$440,817	\$1,215,095	-0.23%
FY23	3,093	4,214	4,513	11,820		\$1,140,895	\$1,518,881	\$1,661,788	\$4,321,564		\$323,296	\$425,839	\$468,820	\$1,217,955	
Variance	90	208	-292	5		\$45,083	\$48,591	-\$132,951	(\$39,277)		\$6,103	\$19,041	-\$28,003	-\$2,860	

New Items for Commission Approval
July 9, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
MARTIGNETTI	DV SPIRITS LLC	28498	EMPRESS 1908 GIN	375	12	\$170.78	\$27.99	GIN	
MARTIGNETTI	LATITUDE BEVERAGE CO.	37550	BUDDY'S AMERICAN VODKA	1750	6	\$54.60	\$18.99	VODKA	
MARTIGNETTI	LATITUDE BEVERAGE CO.	37551	BUDDY'S AMERICAN VODKA	1000	12	\$60.75	\$11.99	VODKA	
MARTIGNETTI	PARK STREET IMPORTS	86978	MISUNDERSTOOD GINGER SPICED WHISKEY DSS	750	6	\$101.00	\$29.99	WHISKEY	
MARTIGNETTI	REMY AMERIQUE INC	49066	REMY MARTIN LOUIS XII (13) 700ML	700	1	\$2,499.88	\$4,499.99	COGNAC	
MARTIGNETTI	WILLIAM GRANT&SONS INC.	6461	BALVENIE 14 YR COLL OF CURIOUS CASK SM	750	6	\$408.28	\$119.99	SCOTCH	
MARTIGNETTI	WILLIAM GRANT&SONS INC.	85229	MILAGRO CRISTALINO ANEJO TEQUILA	750	6	\$199.33	\$59.99	TEQUILA	
MARTIGNETTI	WILLIAM GRANT&SONS INC.	6572	MONKEY SHOULDER BLENDED MALT SCOTCH	1000	6	\$141.40	\$41.99	SCOTCH	
MARTIGNETTI	WILLIAM GRANT&SONS INC.	28817	SILENT POOL INTRICATELY REALISED GIN	750	6	\$197.09	\$59.99	GIN	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	76642	BLOOD OATH PACT NO.10 DSS	750	3	\$219.92	\$129.99	WHISKEY	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	24912	PENELOPE TOASTED RYE BARREL FIN BRL STRG	750	6	\$252.00	\$74.99	WHISKEY	
RNDC NEW HAMPSHIRE LLC	LUXCO, INC.	68869	ST BRENDAN ESPRESSO IRISH CREAM LIQUER	750	12	\$114.68	\$16.99	CORDIALS	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	44169	THE REAL MCCOY AGED 5YR RUM	700	6	\$95.47	\$28.99	RUM	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	25799	VIRGINIA DIST SGL MLT CABERNET CSK 700ML	700	6	\$134.86	\$39.99	WHISKEY	

New Items for Commission Approval
July 9, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	25801	VIRGINIA DIST SGL MLT CIDER CASK 700ML	700	6	\$134.86	\$39.99	WHISKEY	
RNDC NEW HAMPSHIRE LLC	PARK STREET IMPORTS	25800	VIRGINIA DIST SGL MLT PORT CSK RSV 700ML	700	6	\$134.86	\$39.99	WHISKEY	
RNDC NEW HAMPSHIRE LLC	RNDC NEW HAMPSHIRE LLC	72098	GIFFARD MANGUE MANGO LIQUEUR	750	6	\$131.86	\$38.99	CORDIALS	
SOUTHERN GLAZERS LLC	BACARDI USA, INC	85088	PATRON CRISTALINO ANEJO TEQUILA IN BOX	750	6	\$242.67	\$72.99	TEQUILA	
SOUTHERN GLAZERS LLC	BEAM SUNTORY	19502	MAKER'S MARK WOOD FINISHING SERIES	750	6	\$253.31	\$74.99	BOURBON	
SOUTHERN GLAZERS LLC	HEAVEN HILL BRANDS	76191	FEW SPIRITS SMASHING PUMPKINS SBW W/TEA	750	6	\$151.76	\$44.99	BOURBON	
SOUTHERN GLAZERS LLC	MHW, LTD	25802	NUMBSKULL COOL MINT & CHOCOLATE FLV WHK	50	120	\$50.80	\$1.49	WHISKEY	
SOUTHERN GLAZERS LLC	MHW, LTD	25408	WHISTLEPIG FARMSTOCK BEYOND BONDED RYE	750	6	\$370.50	\$109.99	BOURBON	
SOUTHERN GLAZERS LLC	MHW, LTD	22296	WHISTLEPIG FARMSTOCK BEYOND BONDED SBW	750	6	\$370.50	\$109.99	BOURBON	
SOUTHERN GLAZERS LLC	OLE SMOKY DISTILLERY,LLC	80361	OLE SMOKY KEY LIME CREAM MOONSHINE	750	6	\$76.70	\$22.99	WHISKEY	
SOUTHERN GLAZERS LLC	SAZERAC CO., INC.	25913	SAZERAC RYE SINGLE BARREL SELECT RYE	750	6	\$107.71	\$31.99	WHISKEY	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	26215	BALCONES LINEAGE SINGLE MALTS WHISKEY	750	6	\$134.00	\$39.99	WHISKEY	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	43242	CAPTAIN MORGAN SPICED 100 PRF RUM	1750	6	\$120.07	\$34.99	RUM	
SOUTHERN GLAZERS LLC	PERNOD RICARD USA	15387	MIDLETON VERY RARE VINTAGE 700ML	700	3	\$425.50	\$259.99	IRISH WHISKEY	

New Items for Commission Approval
July 9, 2024

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail Price	Class	Approved
UNBROKERED	PENNANT DISTILLING	46517	PENNANT RUM	750	12	\$248.40	\$37.99	RUM	
UNBROKERED	PENNANT DISTILLING	25705	PENNANT SINGLE MALT WHISKEY	750	12	\$309.12	\$45.99	WHISKEY	
UNBROKERED	PENNANT DISTILLING	21035	PENNANT STRAIGHT BOURBON WHK	750	12	258.6	38.49	BOURBON	
UNBROKERED	PENNANT DISTILLING	24889	PENNANT STRAIGHT RYE WHISKEY	750	12	\$287.52	\$42.99	WHISKEY	
UNBROKERED	PENNANT DISTILLING	38231	PENNANT VODKA	750	12	\$216.72	\$31.99	VODKA	
UNBROKERED	PORTLAND DISTILLING COMPANY, LLC	30300	GOLDIE'S GIN	750	12	\$162.60	\$22.99	GIN	
UNBROKERED	THREE OF STRONG SPIRITS	47037	THREE STRONG WORKING TITLE: TAKE 5 RSV	750	6	\$177.00	\$49.99	RUM	
Total New Items - 35									

Label Changes for Commission Approval

July 9, 2024

Broker	Supplier	Code	Description	Size	Retail	Change	Approved
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	66993	21 SEEDS CUC JAL TEQ 70P	750	\$34.99	LABEL AND UPC CHANGE	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	28867	TANQUERAY GIN 94.6P	1	\$30.99	LABEL CHANGE	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	28866	TANQUERAY GIN 94.6P	750	\$25.99	LABEL CHANGE	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	28868	TANQUERAY GIN 94.6P	1.75	\$39.99	LABEL CHANGE	
SOUTHERN GLAZERS LLC	DIAGEO NORTH AMERICA INC	28886	TANQUERAY NO TEN 94.6P	750	\$34.99	LABEL AND PACKAGE CHANGE	
SOUTHERN GLAZERS LLC	HOTALING & CO., LLC	6105	SPEYBURN 80P	750	\$36.99	LABEL CHANGE	
UNBROKERED	FERMENT & DISTILL LLC	75858	FERNET MICHAUD 82P	750	\$36.99	LABEL AND NAME CHANGE (formerly LIQUID RIOT FERNET MICHAUD)	
UNBROKERED	FERMENT & DISTILL LLC	19856	MICHAUD FAMILY RESERVE 134P	750	\$89.99	LABEL AND NAME CHANGE (formerly LIQUID RIOT MICHAUD FAM RSV)	
Total Label Changes - 8							

**Coupons/Rebates for Commission Approval
July 9, 2024**

Product	Size	Offer	Effective	Expiration	Approved
AVIATION GIN	750ML OR 1.75L	\$3 IRC	9/1/2024	10/31/2024	
BAILEYS IRISH CREAM LIQUEUR (ANY FLAVOR)	750ML	\$3 IRC	9/1/2024	10/31/2024	
BIB & TUCKER- BOURBON WHISKEY OR DOUBLE CHAR	750ML	\$5 IRC	7/1/2024	12/31/2024	
BULLEIT BOURBON- STRAIGHT BOURBON, 95 RYE, 10YR, OR BARREL STRENGTH	750ML	\$3IRC	9/1/2024	10/31/2024	
BUSHMILLS IRISH WHISKEY (ANY)	750ML OR LARGER	\$3 IRC	11/1/2024	1/2/2025	
CANTERA NEGRA TEQUILA- ANEJO, REPOSADO OR SILVER	750ML	\$5 IRC	7/1/2024	12/31/2024	
CAPTAIN MORGAN ORIGINAL SPICED RUM, PRIVATE STOCK OR WHITE RUM	1.75L	\$3 IRC	9/1/2024	10/31/2024	
CORRALJEO TEQUILA (SILVER OR REPOSADO)	750ML	\$5 MIR OR DIGITAL	7/1/2024	12/31/2024	
CORRALJEO TEQUILA (SILVER OR REPOSADO)	750ML	\$3 IRC	7/1/2024	12/31/2024	
CUTWATER (ANY FLAVOR)	4 PACK OR LARGER	\$5 DIGITAL	6/26/2024	9/3/2024	
CUTWATER (ANY FLAVOR)	4 PACK	\$2 IRC	7/1/2024	7/31/2024	
DOS HOMBRES MEZCAL	750ML	\$5 IRC	7/15/2024	12/31/2024	
DON JULIO BLANCO TEQUILA	750ML	\$3 IRC	9/1/2024	10/31/2024	
LARCENY SMALL BATCH BOURBON	750ML	\$5 DIGITAL	7/1/2024	7/31/2025	
MR BLACK COFFEE LIQUEUR	750ML	\$3 IRC	8/1/2024	9/30/2024	

**Coupons/Rebates for Commission Approval
July 9, 2024**

Product	Size	Offer	Effective	Expiration	Approved
OLD FORESTER (86 OR 100 PROOF)	750ML	\$2 IRC	8/1/2024	8/31/2024	
OLD FORESTER (86 OR 100 PROOF)	750ML	\$3 MIR OR DIGITAL	8/1/2024	8/31/2024	
PATRON ANEJO CRISTALINO	750ML	\$5 MIR OR DIGITAL	7/1/2024	12/31/2024	
RUMPLE MINZE PEPPERMINT SCHNAPPS	750ML	\$2 IRC	8/1/2024	9/30/2024	
SMIRNOFF (ANY VARIANT/FLAVOR)	1.75L	\$3 IRC	9/1/2024	10/31/2024	
SVEDKA VODKA	1.75L	\$3 IRC	7/1/2024	9/2/2024	
SVEDKA VODKA OR GIN	750ML	\$2 IRC	7/1/2024	9/2/2024	
TANQUERAY- LONDON DRY GIN, NO. 10 GIN, RANGPUR GIN OR SEVILLA GIN	1.75L	\$4 IRC	9/1/2024	10/31/2024	
Total Coupons/Rebates - 25					

Fiscal Year Comparison Through June 29, 2024

Draw

Game		FY 23		FY 24	Variance	% Variance
Gimme5	\$	1,271,493	\$	1,205,821	\$ (65,672)	-5.16%
World Poker Tour	\$	1,142,472	\$	1,025,957	\$ (116,515)	-10.20%
Lotto America	\$	2,976,057	\$	1,914,930	\$ (1,061,127)	-35.66%
Lucky for Life	\$	6,643,082	\$	6,597,568	\$ (45,514)	-0.69%
Pick 4	\$	4,976,634	\$	4,774,721	\$ (201,913)	-4.06%
Pick 3	\$	6,149,915	\$	6,086,795	\$ (63,120)	-1.03%
Megabucks	\$	7,954,818	\$	13,086,554	\$ 5,131,736	64.51%
Mega Millions	\$	20,084,429	\$	18,582,002	\$ (1,502,427)	-7.48%
Powerball	\$	27,584,227	\$	33,870,589	\$ 6,286,362	22.79%
Cash POP			\$	419,359		
Total Draw Sales	\$	78,783,127	\$	87,564,296	\$ 8,781,170	11.15%

Fast Play	\$	13,621,274	\$	16,262,386	\$2,641,112	19.39%
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Instant

Price Point		FY 23		FY 24	Variance	% Variance
\$1	\$	6,338,776	\$	5,315,713	\$ (1,023,063)	-16.14%
\$2	\$	16,746,730	\$	15,940,830	\$ (805,900)	-4.81%
\$3	\$	22,011,492	\$	20,379,777	\$ (1,631,715)	-7.41%
\$5	\$	78,038,355	\$	76,584,660	\$ (1,453,695)	-1.86%
\$10	\$	77,607,970	\$	81,726,990	\$ 4,119,020	5.31%
\$20	\$	28,103,060	\$	29,529,900	\$ 1,426,840	5.08%
\$25	\$	77,917,700	\$	41,529,175	\$ (36,388,525)	-46.70%
\$30	\$	11,112,660	\$	55,410,300	\$ 44,297,640	398.62%
Total Instants	\$	317,876,743	\$	326,417,345	\$8,540,602	2.69%

Total Combined	\$	410,281,144	\$	430,244,027	\$ 19,962,884	4.87%
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Due to an accounting adjustment, FY 24 sales reflect 53 weeks.

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	\$ 7,503,463	\$ 1,994,030	36.19%	\$ 5,635,410	\$ 7,114,263	\$ 4,318,331	\$ 3,525,241
May	\$ 5,509,433	\$ 5,177,697	\$ (331,736)	-6.02%	\$ 6,231,137	\$ 5,612,671	\$ 6,444,655	\$ 7,853,991
June	\$ 6,886,797	\$ 6,717,158	\$ (169,639)	-2.46%	\$ 5,467,786	\$ 5,005,102	\$ 3,117,308	\$ 5,418,085
Current FY YTD	\$ 73,000,000	\$ 88,673,283	\$ 15,673,283	21.47%	\$ 72,084,673	\$ 71,323,906	\$ 70,647,717	\$ 64,589,742
Budget	\$ 73,000,000							
		FY23	Variance	%				
YOY Comparison		YTD Profit	Dollars	Variance				
		\$ 72,084,673	\$ 16,588,611	23.01%				
Projected	\$ 88,673,283							

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	\$ 170,836	\$ 93,913	122.09%	\$ 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	\$ 73,441	\$ (3,482)	-4.53%	\$ 85,448	\$ 35,089	\$ 22,323	\$ 25,682
May	\$ 61,538	\$ 66,264	\$ 4,726	7.68%	\$ 79,279	\$ 36,210	\$ 60,231	\$ 152,310
June	\$ 61,542	\$ 169,856	\$ 108,314	176.00%	\$ 171,189	\$ 105,123	\$ 25,904	\$ 76,150
Current FY YTD	\$ 800,000	\$ 1,409,196	\$ 609,196	76.15%	\$ 1,107,570	\$ 741,928	\$ 472,336	\$ 651,148
Budget	\$ 800,000							
YOY Comparison		FY23 YTD Profit	Variance Dollars	% Variance				
		\$ 1,107,570	\$ 301,626	27.23%				
Projected	\$ 1,409,196							

July 9, 2024

New Instant Games for Approval



- Top Prize \$13,000.
- FIND play style with a \$20 INSTANT WIN and WIN ALL features.
- Overall odds 1:4.20
- Quantity: 600,000
- Game number 646

Reveal a “GHOST symbol, win prize shown.
 Reveal a ‘TOMBSTONE” symbol, win \$20 instantly!
 Reveal a “FIST FULL OF CASH” symbol, win all 10 prizes!



- Top Prize \$30,000.
- CROSSWORD play style.
- Overall odds 1:3.32
- Quantity: 5,400,000
- Game number 647

TO PLAY: Scratch the 18 YOUR LETTERS to reveal YOUR 18 LETTERS. Scratch the corresponding letters on the CROSSWORD PUZZLE.

TO WIN: The words to be completed are in the CROSSWORD PUZZLE. If you uncover 3 or more complete words on the CROSSWORD PUZZLE, win the corresponding prize shown in the PRIZE KEY.

\$3

Maine
CROSSWORD

OVER \$10 MILLION in TOTAL CASH PRIZES!

YOUR LETTERS

?	?	?	?	?	?	?	?	?
?	?	?	?	?	?	?	?	?

WIN UP TO \$30,000!

See back for play instructions.

PRIZE KEY	
3 WORDS -	\$3
4 WORDS -	\$5
5 WORDS -	\$10
6 WORDS -	\$20
7 WORDS -	\$50
8 WORDS -	\$100
9 WORDS -	\$1,000
10 WORDS -	\$30,000

SCRATCH TO CASH

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

\$3

Maine CROSSWORD



OVER \$10 MILLION in TOTAL CASH PRIZES!

YOUR LETTERS

?	?	?	?	?	?	?	?	?
?	?	?	?	?	?	?	?	?

WIN UP TO \$30,000!

000 ■

See back for play instructions.

PRIZE KEY	
3 WORDS - \$3	
4 WORDS - \$5	
5 WORDS - \$10	
6 WORDS - \$20	
7 WORDS - \$50	
8 WORDS - \$100	
9 WORDS - \$1,000	
10 WORDS - \$30,000	

SCRATCH
TO
CASH

	S	C	A	R	F		T	E	R	M					
G			S				W			O					
U			H	A	R	R	I	S	O	N					
L			S				G			H					
L	E	V	A	N	T				A	W	E				
			B				R		C		G				
C	O	L	D				A	U	R	O	R	A			
C							S		R		N				
							C	O	M	P	E	T	E	N	T
							U	E		Y		L		W	
T	R	A	N	C	E							K	N	O	W

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

\$3

Maine CROSSWORD



OVER \$10 MILLION in TOTAL CASH PRIZES!

YOUR LETTERS

?	?	?	?	?	?	?	?	?
?	?	?	?	?	?	?	?	?

WIN UP TO \$30,000!

000 ■

See back for play instructions.

PRIZE KEY	
3 WORDS - \$3	
4 WORDS - \$5	
5 WORDS - \$10	
6 WORDS - \$20	
7 WORDS - \$50	
8 WORDS - \$100	
9 WORDS - \$1,000	
10 WORDS - \$30,000	

SCRATCH
TO
CASH

	S	C	A	R	F		T	E	R	M					
G			S				W			O					
U			H	A	R	R	I	S	O	N					
L			S				G			H					
L	E	V	A	N	T				A	W	E				
			B				R		C		G				
C	O	L	D				A	U	R	O	R	A			
C							S		R		N				
							C	O	M	P	E	T	E	N	T
							U	E		Y		L		W	
T	R	A	N	C	E							K	N	O	W

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

\$3

Maine CROSSWORD



OVER \$10 MILLION in TOTAL CASH PRIZES!

YOUR LETTERS

?	?	?	?	?	?	?	?	?
?	?	?	?	?	?	?	?	?

WIN UP TO \$30,000!

000 ■

See back for play instructions.

PRIZE KEY	
3 WORDS - \$3	
4 WORDS - \$5	
5 WORDS - \$10	
6 WORDS - \$20	
7 WORDS - \$50	
8 WORDS - \$100	
9 WORDS - \$1,000	
10 WORDS - \$30,000	

SCRATCH
TO
CASH

	S	C	A	R	F		T	E	R	M					
G			S				W			O					
U			H	A	R	R	I	S	O	N					
L			S				G			H					
L	E	V	A	N	T				A	W	E				
			B				R		C		G				
C	O	L	D				A	U	R	O	R	A			
C							S		R		N				
							C	O	M	P	E	T	E	N	T
							U	E		Y		L		W	
T	R	A	N	C	E							K	N	O	W

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

- Top Prize \$100,000.
- KEY NUMBER MATCH play style with a 2X multiplier, 2 INSTANT WIN features.
- Overall odds 1:3.88
- Quantity: 960,000
- Game number 654

Match on of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “DOLLAR BILL” symbol, win prize shown instantly! Reveal a “2X” symbol, win 2 times the prize shown! 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 \$100,000.
- “FIND” play style with 2X, 5X and 10X multipliers and a separate SMB game with a 2X multiplier feature.
- Overall odds 1:3.82
- Quantity: 1,320,000
- Game number 656

Reveal a “STACK OF CASH” symbol, win prize shown. If you win, multiply your prize won by the multiplier in the POWER SPOT for that GAME. Each side played separately.

For the BONUS GAME on the back: Reveal a “STACK OF COINS” symbol, win prize shown. Reveal a “\$\$” symbol, win 2X the prize shown!

\$5

Scratch My Back!

POWER SPOT

GAME	POWER SPOT	PRIZE
GAME 1	POWER SPOT	PRIZE
GAME 2	POWER SPOT	PRIZE
GAME 3	POWER SPOT	PRIZE
GAME 4	POWER SPOT	PRIZE
GAME 5	POWER SPOT	PRIZE
GAME 6	POWER SPOT	PRIZE
GAME 7	POWER SPOT	PRIZE
GAME 8	POWER SPOT	PRIZE
GAME 9	POWER SPOT	PRIZE
GAME 10	POWER SPOT	PRIZE
GAME 11	POWER SPOT	PRIZE
GAME 12	POWER SPOT	PRIZE
GAME 13	POWER SPOT	PRIZE
GAME 14	POWER SPOT	PRIZE
GAME 15	POWER SPOT	PRIZE

FRONT AND BACK PLAYED SEPARATELY.
SEE TICKET BACK FOR PLAY INSTRUCTIONS.

SCRATCH TO CASH

WIN UP TO \$100,000!

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

- Top Prize \$100,000.
- KEY NUMBER MATCH play style with a 5X multiplier, an INSTANT WIN feature and 2 BONUS BOXES with INSTANT WIN features.
- Overall odds 1:3.85
- Quantity: 1,200,000
- Game number 645

Match on of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Reveal a “TRAIN” symbol, win prize shown instantly! Reveal a “CHEST” symbol, win 5 TIMES the prize shown!

CHANCE BONUS: Reveal a “HOTEL” symbol in either CHANCE BONUS box, win prize shown instantly!



- Top Prize \$250,000.
- KEY NUMBER MATCH play style with a 2X, 5X, 10X and 20X multipliers and an INSTANT WIN feature.
- Overall odds 1:3.36
- Quantity: 1,200,000
- Game number 651

Match on of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown for that number. Multiply your PRIZE won by the multiplier directly below that PRIZE.

BONUS: Reveal a “COIN” symbol, win prize shown instantly!

\$10

MONEY CRAZE

PRIZE PRIZE PRIZE PRIZE

Reveal a "COIN" symbol, win prize shown.

WINNING NUMBERS

YOUR NUMBERS

PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER

PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER

PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER

PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER PRIZE MULTIPLIER

WIN UP TO \$250,000!

CHANCE TO WIN 2X, 5X, 10X or 20X YOUR PRIZE!

SCRATCH TO CASH

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

See ticket back for play instructions.

- PRIZES: \$100 or \$250
- KEY NUMBER MATCH play style with 2 INSTANT WIN features.
- Overall odds 1:8.13
- Quantity: 1,200,000
- Game number 652

Match on of YOUR NUMBERS to any of the WINNING NUMBERS, win prize shown. Get a “\$100 BURST” symbol, win \$100 instantly! Get a “\$250 BURST” symbol, win \$250 instantly!

\$25

\$100 or \$250

LOADED EXCLUSIVELY WITH \$100 AND \$250 WINS!

OVER \$22 MILLION IN CASH PRIZES!

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
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE
\$	\$	\$	\$	\$
PRIZE	PRIZE	PRIZE	PRIZE	PRIZE

25 CHANCES TO WIN!

SCRATCH TO CASH

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Fast Points. Learn more at club.maineletterary.com