

Lotto Express | April 4, 2022

LOTTO EXPRESS PRODUCT ENHANCEMENT

\$5 Mini Dip (plus \$10 Double Dip & \$15 Triple Dip)

lotto!

BC/49 PILOT RESULTS:

Players and Retailers have provided feedback that they would like to see BC/49 available for purchase in-lane with Lotto Express. To support the requests, BCLC conducted an 8-week pilot to validate if BC/49 should become a standard product featured in-lane with Lotto Express.

From June 4th, 2021 – July 30th, 2021, select Lotto Express Retailers displayed Purchase Slip Merchandisers and Purchase Slips featuring the \$5 Mini Dip (1x BC/49 & 1x 649 + Extra). Players also had the opportunity to purchase the \$10 Double Dip & \$15 Triple Dip packages, which were available to scan from the UPC Menu.

The pilot retailers saw a net sales lift of 7%, indicating that the offering of these products, increase Lottery sales in-lane.

Next steps are to expand this product offering into the rest of the Lotto Express Network.

COMING SOON...



MINI, DOUBLE & TRIPLE DIP



Available April 2022 at Lotto Express

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What: Three BC/49 packages will be available in-lane with Lotto Express at all Lotto Express retailers:

- \$5 Mini Dip (Lotto 6/49 + BC/49 + Extra)
- \$10 Double Dip (2x Lotto 6/49 + 2x BC/49 + 2x Extra)
- \$15 Triple Dip (3x Lotto 6/49 + 3x BC/49 + 3x Extra)

When: April 4th, 2022

Where: ALL Lotto Express Retailers

Marketing Support:

- Purchase Slip Merchandiser (PSM) Insert
- \$5 Mini Dip Purchase Slip
- Retailer Tool: UPC Menu and Flip Ring Inserts with \$5 Mini Dip, \$10 Double Dip and \$15 Triple Dip UPC codes (where applicable)

Retailer Support: Retailers are required to add the following SKUs in their system prior to April 2022:

- \$5 Mini Dip (6 26010 90041 5)
- \$10 Double Dip (6 26010 90046 0)
- \$15 Triple Dip (6 26010 90048 4)

Marketing Material Support
POS will vary depending on location

Medium Banner PSM Insert



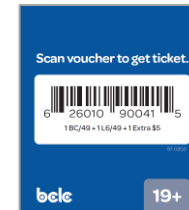
Premium Banner PSM Insert



Customer Service PSM Insert



Purchase Slip



Retailer Tools
(varies by Retailer)



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Merchandising

Marketing support materials will be installed by BCLC's Lotto Express Merchandiser: Merchandising Consultants Associates (MCA). At most locations merchandising activity will occur **on April 4, 2022**.

MCA representatives will install the following materials: PSM insert and purchase slips

Store Exception list

Due to the availability of MCA Field Reps, the following locations will have the POS kits shipped directly to the stores listed below for installation. If there are any questions or concerns from the store level please direct the information to the appropriate Key Account Manager.

Retailer ID	Store	Banner	Agreement Name	Address	City	Postal Code
34202	80069	Buy Low	BUY LOW FOODS #80069	489 WALLACE STREET	HOPE	VOX 1L0
41650	80079	Buy Low	BUY LOW FOODS #80079	701-7TH STREET	KEREMEOS	VOX 1N0
34257	81998	Buy Low	BUY LOW FOODS #81998	155 MAIN STREET	LILLOOET	VOK 1V0
41968	8943	Freshco	FRESHCO #8943	535 SOUTH CARIBOO HIGHWAY	100 MILE HOUSE	VOK 2E0
42197	163	IGA	IGA #163	1195-5TH AVENUE	VALEMOUNT	VOE 2Z0
40193	25	IGA	IGA #25	44-1705 CAMPBELL WAY	PORT MCNEILL	VON 2R0
34642	80	London Drugs	LONDON DRUGS #0080	UNIT G 40282 GLENALDER PLACE	SQUAMISH	V8B 0G2
41170	80045	Nesters	NESTERS MARKET #80045	14-575 NORTH ROAD	GABRIOLA	VOR 1X0
27379	88810	Nesters	NESTERS MARKET #88810	7019 NESTERS ROAD	WHISTLER	V8E 0X1
29694	88849	Nesters	NESTERS MARKET #88849	710-1200 HUNTER PLACE	SQUAMISH	V8B 0G8
40996	4	Quality Foods	QUALITY FOODS-NANOOSE 4	1-2443 COLLINS CRESCENT	NANOOSE BAY	V9P 9J9
40980	1	Quality Foods	QUALITY FOODS-QUALICUM 1	705 MEMORIAL AVENUE	QUALICUM BEACH	V9K 1T3
41061	4928	Safeway	SAFEGWAY STORE #4928	200-2ND AVENUE WEST	PRINCE RUPERT	V8J 1G5
33576	2217	Save on Foods	SAVE ON FOODS #2217	5103 AIRPORT ROAD	FORT NELSON	VOC 1R0
33575	2247	Save on Foods	SAVE ON FOODS #2247	510 BROADWAY STREET	NAKUSP	VOG 1R0
40521	2257	Save on Foods	SAVE ON FOODS #2257	559 OLD HOPE PRINCETON HIGHWAY	HOPE	VOX 1L4
42204	2261	Save on Foods	SAVE ON FOODS #2261	8950 GRANVILLE STREET	PORT HARDY	VON 2P0
24707	929	Save on Foods	SAVE ON FOODS #929	1-95 A CARIBOO HIGHWAY 97	100 MILE HOUSE	VOK 2E0
33602	930	Save on Foods	SAVE ON FOODS #930	535 MOUNTAINVIEW SQUARE	KITIMAT	V8C 2N1
33605	970	Save on Foods	SAVE ON FOODS #970	841-3RD AVENUE WEST	PRINCE RUPERT	V8J 1M7
33565	978	Save on Foods	SAVE ON FOODS #978	113 RED CEDAR DRIVE	SPARWOOD	VOB 2G0
26289	979	Save on Foods	SAVE ON FOODS #979	1301 PEMBERTSON	SQUAMISH	V8B 0A1
33584	982	Save on Foods	SAVE ON FOODS #982	792-2ND AVENUE	FERNIE	VOB 1M0
41066	8566	YIG	HECTOR'S YOUR INDEPENDENT GROCER	1900 GARIBALDI WAY	GARIBALDI HIGHLANDS	VON 1T0
42227	1814	YIG	KEVIN'S YOUR INDEPENDENT GROCER	1792A-9TH AVENUE	FERNIE	VOB 1M5