

RETAILER GETS CREATIVE WITH HOLIDAY OFFERINGS

Kushal, owner of Gateway Newstand at Scarborough Town Centre since April 2023, has significantly boosted sales through excellent customer service.



Despite tough competition, he attracts customers by promoting big lottery jackpots and using "Winning Ticket Sold Here" signs. Kushal and his staff actively engage with passersby, extending warm invitations and offering friendly greetings.

During the holidays, Kushal and his team created their own \$40 preassembled INSTANT gift set, featuring a variety of holiday INSTANT tickets. The initiative paid off when a customer won a \$100,000 top prize from one of the gift packs. Kushal and staff pre-made thousands of \$40 gift sets and with a lot of hard work and determination, completely SOLD OUT.

**Congratulations to Kushal and his entire team,
and thank you for being a Best in Class retailer!**

For lottery information, visit us at [OLG.ca](https://www.olg.ca)
CALL 1-800-387-0104 FOR ALL RETAILER INQUIRIES 24/7.

ISSN: 1183-2959 L'Écho du loto est disponible en français
en téléphonant au Centre de soutien OLG au 1-800-387-0104.



Play. Smart