

GATEWAY NEWSTAND: A RETAILER RAISING THE BAR

Gateway Newstand in Brampton's Bramalea City Centre has built a reputation for exceptional lottery service, driven by strong customer rapport and consistently smooth operations. With at least two employees on duty at all times—and three on every draw night—the team is always ready to handle steady traffic.

The team stays proactive by continually activating new tickets, keeping trays filled with a wide variety of tickets, and recommending popular choices. Customers, meanwhile, appreciate the extra touches, like free swag and a clean, uncluttered counter where tickets are always fully stocked and lottery remains the top priority.

Team members make a point of reviewing less popular games so they can clearly explain how to play if asked. When lines get long, they efficiently direct customers who are only buying tickets (not redeeming or replaying) to the SST to keep things moving.



Word of mouth and bold Jackpot banners help draw attention, but Gateway's ability to redeem prizes up to \$999.90 has especially boosted visibility. Regulars spread the news, driving increases in both redemptions and sales.

Gateway Newstand takes pride in the cleanliness and organization of the store and makes full use of all OLG equipment, displays, merchandise, and promotional materials. Upselling is natural and friendly and often begins with a simple prompt like, "Here's your change; want to turn that into an ONTARIO 49 or LOTTARIO?"

Consistency, care, and smart service have made Gateway Newstand a trusted destination for lottery players and a standout in retail excellence.

For lottery information, visit us at 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.



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