



Scratch Tickets In-Lane

Deployments Proving Successful

The opportunity to sell scratch tickets where consumers are already purchasing their other goods and have that sale incorporated into the retailers' Point of Sale is proving to be a winning combination for players, retailers and the Texas Lottery

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OVERVIEW

- With multiple retailers launching limited deployments of scratch tickets in-lane, this new approach has already garnered impressive attention.
- Both grocery store chains H-E-B, LP and Albertsons Companies (including Tom Thumb and Randalls) have commenced trial runs of 4-bin scratch tickets at check-out lanes in several stores in Texas within the last few years.



RESULTS

- H-E-B, LP started selling scratch tickets in-lane in **May 2021**, when 22 stores were hand-selected to test market viability. Since then, that number has expanded to **47 locations**. These locations have seen, on average, a **30% growth** in incremental scratch ticket sales versus existing over-the-counter sales.
- Albertsons Companies has been selling scratch tickets in-lane since **August 2019**, as what started in a five-store pilot doubled to ten by **October 2021**, including selected Albertsons, Tom Thumb, and Randalls stores in Texas. Each of the lanes within the trial-run has varied price point games from **\$5 to \$20**. The locations featuring in-lane have seen a **96% increase** in over-the-counter sales over comparable stores without in-lane.



SUMMARY

- Adding convenience to the lottery purchase process is an integral part of maintaining a strong player base. Utilizing the check-out process and offering scratch tickets right at the point of purchase has resulted in increased accessibility and sales for lotteries.
- IGT continues to work collaboratively with retailers and lotteries alike to develop best-in-class integrated solutions for increasing visibility and sales of scratch tickets.

See more about how Albertsons Companies has implemented in-lane in this [informational video](#)!

