

GHRA IN ACTION WEEKLY IN THE LOOP

Stay Informed, Stay Connected



April 4th, 2022



TEXAS LOTTERY TICKET

Beginning April 18th, your lottery service rep will place a COMING SOON! card (pictured below) to be used as a place holder in ticket dispensers in preparation for the launch of the \$20 Million Supreme (Game #2400) on May 16th, 2022.

Stores currently selling the \$50 price point ticket will receive an initial distribution of the new \$100 ticket. Ticket size will be the same as the \$50 price point and can be sold through all self-service terminals. There will be 15 tickets in the pack, with a total pack value of \$1,500.



- Top prize of \$20 Million is highest ever in Texas history for a scratch game
- Over \$800 Million in prizes available - minimum win is \$150
- Odds to win \$500 or more is 1:17, odds to win any prize in 1:4

LATINO FACTOR RACK PROGRAM



GHRA has partnered with IMM on this special Hispanic endcap program to help you meet your local consumer needs! Please reach out to the below contact to place a new rack into your store today.

Amarilis Massannet - AmarisM@immlatino.com | 787-509-2869

PACKAGE BEVERAGE PROMO OFFER

Promotional cost available on 8.4oz 24pk Red Bull at \$33.90 for the months, April thru November. Monthly promotional cost is available when you **price promote** Red Bull 8.4oz cans at an everyday retail price of **2/\$4.50**. Ask your Red Bull sales representative for details.



BORDEN DAIRY PRICE CHANGE

Click on the flyer for current Borden Dairy price list, effective 4/4/2022.



GHRCF GOLF TOURNAMENT

The GHRCF Annual Golf Tournament is our main fundraising event for the year. This year the Annual GHRCF Golf Tournament will be held on **Monday, May 9th, 2022**.

This is a Fundraising event, **"REGISTRATION IS REQUIRED TO PARTICIPATE"**. The deadline to register is **April 8th, 2022**. Please click the flyer for registration.

