

RETAILER SPOTLIGHT

JAKOB FOOD MART

Clover, SC

By Monica Moreira, Upstate MSR

A successful lottery location since the beginning in 2002, **Jakob Food Mart** in **Clover** has been under new ownership since the end of last year. Neil Patel came to South Carolina from Georgia with the goal to be the #1 lottery retailer in Clover! He did it!

“We needed to find a way to do more than just sell lottery tickets,” said Patel. “We needed to create not just a destination, but a distinction that set us apart.”

His secrets to success: a big smile, great customer service, willingness to listen and support from his “Crew.”

Patel states lottery sales have also improved because he explains how to play the Lottery’s games. Lottery customers are also informed that their lottery purchase supports education in South Carolina. Players want to know where the lottery money goes. The Crew at **Jakob Food Mart** does a great job sharing the beneficiary message.

Lots of outside signage, full dispensers, updated jackpot signs, Customer Appreciation



Owner Neil Patel and assistant Lewis Burris have made **Jakob Food Mart** the #1 lottery retailer in Clover. They let customers know their lottery purchase supports education.

promotions and a lot of hard work went into reaching the top sales spot.

As a result, **Jakob Food Mart** has earned the position of the #1 lottery retailer in Clover, and with each sale is giving back to this small town full of families with students benefiting from lottery proceeds.

Jakob Food Mart is a shining example to retailers throughout the state of what can be accomplished through simple, yet effective, practices like those implemented by Patel and his Crew.

Selling Points

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- Neil Patel
Owner Jakob Food Mart



We have a WINNER! **Tiger Express** in **Varnville** had a \$200,000 Extreme Cash winner. The staff was excited to display the winner’s poster. Pictured are Nicole, Tiffany, Patricia and Rhonda.



RhodesWay #106 in **St. George** enjoyed hosting the Lottery for a promotion. The manager, Carrie, had a great time watching her loyal lottery players spin the wheel.



Cashiers Willie Kelly and Karina Palomino of **Circle K Stores #5116** in **Fort Mill** sold a Powerball® ticket worth \$50,000. The location received a \$500 retailer commission for selling the winning ticket.