

ALEXANDER'S HIGHLAND MARKET

HOLLY JOLLY LIQUOR LOTTERY GROUND RULES

1. Tickets to our next lottery raffling the right to buy available rare whiskeys can be both purchased and earned. The event will take place January 16, 2025
2. Tickets "for purchase" will go on sale as of this mailing. They can be purchased online at www.alexandersmkt.com or at Guest Services in the store for \$15 each. In person ticket sales end 30 min before the raffle. Online tickets sales will be closed 6 hours before the raffle. There is a limit of 20 purchased tickets per person. Proceeds will go to St. Vincent de Paul in Baton Rouge.
3. After purchasing a minimum of 10 tickets, interested participants can earn additional tickets through our Rewards Card Loyalty Program. Members of this club can redeem points for extra lottery tickets free of charge. For every \$500 in annual 2024 purchases from our store, the member will earn 500 points, which can be redeemed for an additional free lottery ticket. The redemption for free tickets is allowed only after first purchasing 10 tickets at \$15 each, as the charity is our main focus for this event.
4. St. Vincent de Paul will be present at the event with a table. In addition to the ticket proceeds, they will be accepting donations for their Homeless Shelters. Please be generous to this very worthwhile community resource.
5. Plus Blanton's, Weller, Eagle Rare, our Barrel Picks, and other rare items, will be for sale from 4:00 p.m. to 6:00 p.m., on a first-come, first-serve basis. No saving multiple places in line allowed. Wine, beer, and whiskey sampling stations staffed by Distributor Representatives will be set up throughout.
6. Lottery for the "right to buy" our rare items starts at 6:00 p.m. For those who can't be with us, WINNER NEED NOT BE PRESENT
7. When a ticket is drawn, winners in attendance can purchase the bottle immediately. Those not present have until the following Sunday afternoon to come purchase their winning bottle. Tickets are drawn for specific bottle in order of the list.
8. If a winner declines the opportunity to purchase the bottle under consideration, their ticket is set aside and put out of play, meaning the ticket is effectively dead. Unless the recipient has previously purchased additional liquor lottery tickets, he or she is out of the competition. Play then continues with the next ticket drawing for an option to purchase the next product in the lottery lineup.
9. All purchases are final as soon as the recipient accepts the bottle they won.
10. For those who want to follow the event virtually, we will be broadcasting it on Facebook Live. Plus all the winning numbers will be posted on social media as well as our website by the following day.

