



New Jersey Lottery to Sell Tickets Online

State c-store association argues effort 'puts physical retail stores in competition with' their supplier

By Steve Holtz on Aug. 21, 2023

The New Jersey Gasoline, Convenience Store, Automotive Association (NJGCA) is voicing opposition to a New Jersey Lottery Commission plan to allow lottery players to purchase certain tickets online.

The commission voted Aug. 17 to allow itself to sell lottery tickets over the Internet, without the involvement of a retailer.

The rule would apply to games such as Powerball, Mega Millions and Jersey Cash 5, but would not include scratch-offs, which account for more than 50% of lottery sales.

"I just can't imagine that this won't take business that would have otherwise been in neighborhood stores, whether that's irregular players jumping in on a jackpot now doing it on their phone or regular players making a portion of their purchases online," said Eric Blomgren, NJGCA chief administrator and director of government affairs.

The commission said internet sales will allow it to reach additional customers, increase sales and reduce fraud.

NJGCA, however, said it believe existing lottery-courier companies, such as Lotto.com and the Jackpocket app, should already accomplish those goals.

"Ultimately," the association said, "the state selling lottery tickets directly to the consumer through the Internet puts physical retail stores in competition with the very government entity that is their supplier, distributor and chief advertiser."

While the commission is still working out the details of the new direct-to-consumer effort, the program is to begin in 2024.

The NJGCA is a nonprofit trade association that represents nearly 1,000 independent small businesses in the motor fuel retail, convenience store and auto repair industries statewide.