



Following the law is easy when you know the law

Everyone deserves a healthy future. That's why Wisconsin has a number of rules that restrict tobacco sales to minors. And here is the most important one:

Federal law prohibits the sale of all tobacco products to anyone under the age of 21.

Nationwide, age-restricted tobacco products include cigarettes, chewing tobacco, cigars, e-cigarettes, e-liquid, and loose tobacco. Consult your individual store policy for additional products in your inventory that are restricted.

Selling tobacco to minors can really cost you, too. Retailers and employees face big penalties for breaking the law.

Fines:

- › Up to \$500 if there are no prior violations in the past year
- › \$200 to \$500 if there has been a previous violation within the past year
- › If a citation is issued to a retailer, a citation may also be issued to the clerk

Suspension of License:

- › Up to three days if there has been a previous violation within the last year
- › Up to 10 days if there has been a violation within the past year after two other violations
- › Up to 30 days if there has been a violation within the past year after three or more prior violations

There are other laws that help protect minors from the health hazards of tobacco—and help retailers and employees avoid big penalties.

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In the store

When it comes to keeping underage teens tobacco-free, responsible retailers rely on signs, smart choices, and responsible employees.

According to state and federal laws:

- › Retailers who sell tobacco must post a sign informing customers that it is illegal to sell tobacco products to minors
- › Cigarettes can only be sold in packs and cartons—never as singles
- › Cigarette “giveaways” are never allowed. Smokeless tobacco giveaways are only allowed in businesses where minors are never allowed to enter (even if they are accompanied by a parent or legal guardian).
- › Cigarettes and smokeless tobacco products must be kept behind the counter.

Vending machines

Under federal law, cigarette vending machines are not allowed in businesses where minors are allowed to enter (even if they are accompanied by a parent or legal guardian).

The law is the law

Helping minors stay smoke-free is simple when you do what the law requires. And that means verifying the age of anyone who buys tobacco by checking ID.