

Tips for Retailers!

If a sale is made to a minor

If you do sell tobacco products to a minor, you run the risk of incurring a fine for both yourself and your store.

Clerks can be fined:

- 1st offense: \$50
- 2nd offense and all subsequent offenses*: \$100

Your store can also be fined according to the number of sales in a two year period (no matter which employee did the selling):

- 1st offense: \$100
- 2nd offense: \$300*
- 3rd offense: \$1,000 and a 6 month license suspension*
- 4th offense: \$1,500 and a 12 month license suspension*
- 5th offense: permanent revocation of cigarette license*

Refusing a tobacco sale

Sometimes it is necessary to refuse a sale. Mostly customers are fine with this and move on (maybe with a bit of grumbling). But sometimes they will do almost anything to get you to sell tobacco products. Don't let this intimidate you into making a mistake: don't gamble – don't sell.

Here are a couple of tips to help you avoid problems:

- Always be firm, but polite.
- Remind the customer that it is illegal for you to sell tobacco products to anyone under the age of 18. Explain that you and your store could be fined and that you might even lose your job.
- Be consistent. If you sell to someone under the age of 18 even once (whether you know it or not), the word will spread and you could get a lot of minors trying to buy from you and your store.
- Never give in to intimidation. If a customer won't let up, get your manager or a co-worker to help.
- Be sure you are familiar with your store policies for handling troublesome customers.
- If you need to, call the police.

It is illegal for you to sell tobacco to an adult who is going to give or sell it to a person under the age of 18. You have the right to refuse a sale when you suspect this is the case.

- Watch for youth hanging out in the parking lot talking to adults...they could be asking the adults to purchase tobacco products for them.
- Also watch for adults purchasing multiple brands of tobacco. Usually an adult will buy only one brand. Multiple brands indicate they are buying for someone else. Be chatty...ask questions.