



## THE LAW

### **Following the law is easy when you know the law**

Every youth 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:

### **State Statute 134.66 prohibits the sale of tobacco products to anyone under the age of 18**

In Wisconsin, age-restricted tobacco products include cigarettes, cigars, rolling papers, chewing tobacco, and loose tobacco. Consult your individual store policy for additional products in your inventory that are restricted. Lighters or pipes are not included.

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.

### **In the store**

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

According to the law:

- 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
- Tobacco “giveaways” can only be conducted where minors are not allowed, unless accompanied by a parent or adult guardian

### **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 doing the Smoke Check, the check that verifies the ID of anyone who buys tobacco.