

City, State, and Federal Laws Every Tobacco Retailer Should Know

LICENSE REQUIREMENTS

- **If you are a tobacco retailer within the City of Scotts Valley you must have a valid annual Tobacco Retail License from the Scotts Valley Police Department.**
- **Prominently display the Scotts Valley City Tobacco Retail License at each of the locations where tobacco retailing is to occur.** Each tobacco retail location must have a separate license.
- **Obtain a California State Board of Equalization Cigarette and Tobacco Retailer's License** (if you do not already have one), in addition to the City of Scotts Valley Tobacco Retail License. Call 1-800-400-7115 for more information on the state license. The license must be displayed where it is visible to the public.
- **It is illegal to sell tobacco products and/or paraphernalia from a mobile location,** including vehicles, mobile carts, food trucks, or on foot. (Applies to the City of Scotts Valley, City of Santa Cruz, County Unincorporated areas and the City of Watsonville.)

INSPECTIONS AND VIOLATIONS

- The Scotts Valley Police Department will conduct regular site inspections of retailers for compliance with local, state, and federal tobacco laws.
- It is a violation of the Scotts Valley City Tobacco Retailer License to violate any federal, state, or local tobacco law or regulation.
- Violators may be subject to monetary fines, suspension and/or revocation of the license.

SELLING TOBACCO

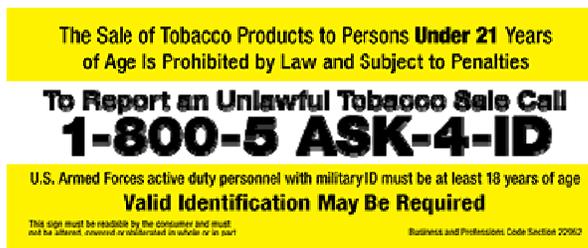
- **Sell tobacco products, including e-cigarettes, only to people who are 21 years of age or older.**
- **Ask all customers who look younger than 27 years old for a photo ID.**
- **Anyone selling tobacco must be at least 21 years old,** the minimum age established by state law for the purchase or possession of tobacco products. (Applies to the City of Scotts Valley, County Unincorporated areas and the City of Watsonville.)
- **Do not sell "Bidis" or "Beedies"** except where minors are not allowed. Bidis are hand-rolled cigarettes containing tobacco wrapped in temburi/tendu leaf.
- **No sales of single cigarettes or cigarette packs with less than 20 cigarettes.**
- **Selling flavored cigarettes, other than menthol is against the law.** Clove cigarettes are also prohibited.

DISPLAYING TOBACCO

- **Keep all tobacco products and paraphernalia behind the counter or locked in a case.** Self-service displays are only allowed in tobacco only shops that generate 60% of gross annual revenue from the sale of tobacco products and paraphernalia, prohibit unaccompanied minors, and do not sell alcohol or food for consumption on the premises.

POSTING SIGNS

- **You must post the “1-800-5 ASK-4-ID” phone number at each cash register.** The sign/sticker must have the following wording:



- Free signs are available by contacting the Tobacco Education Clearinghouse of California at (800) 258-9090 x103 or www.TobaccoFreeCatalog.org. The We Card sign provided by the tobacco industry does not meet the state law requirements.

STOREFRONT ADS

- Do not have more than **14 square feet** of tobacco ads and posters in your storefront windows and doors.
- No more than 33% of window space can be covered with advertising or signs.

RESTRICTIONS on TOBACCO SAMPLES

- Do not provide free tobacco samples and/or distribute tobacco coupons (with limited exceptions.)

GLOSSARY of STATE DEFINITIONS

- **Tobacco Product:** Any substance containing tobacco, is derived from tobacco, or contains synthetically produced nicotine and is intended for human consumption, whether smoked, heated, chewed absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, including, but not limited to cigarettes, cigars, little cigars, chewing tobacco, pipe tobacco, snuff; any electronic device that delivers nicotine or other substances to the person inhaling from the device, including, but not limited to an electronic cigarette, cigar, pipe, or hookah.
- **Tobacco Paraphernalia:** Cigarette papers or wrappers, pipes, holders of smoking materials of all types, cigarette rolling machines, or other instruments designed for the smoking or ingestion of tobacco products.
- **Vape Pen:** Electronic device that allows you to inhale vapor created from heating the e-liquid with the heating element from an atomizer or cartomizer.
- **E-cigarette:** Device that stimulates the act of smoking, while delivering nicotine in a vaporized form from e-liquid.