



April 7, 2020

Dear Tobacco Retailer,

On January 14, 2020, the Alameda County Board of Supervisors passed a new law that requires all tobacco retailers in Unincorporated areas of Alameda County to obtain and maintain a valid Tobacco Retailer License (TRL) by ~~April 13, 2020~~ **September 6, 2020** in order to sell tobacco. It also requires tobacco retailers to follow new regulations on the sale of certain tobacco products:

- The sale of *all* flavored tobacco products are prohibited (this includes, but is not limited to, menthol cigarettes and flavored: little cigars/cigarillos, large cigars, blunt wraps, and electronic smoking devices).
- The sale of cigarettes, little cigars/cigarillos, and single large cigars for *less than* eight dollars (\$8.00) per package is prohibited.
- The sale of little cigars/cigarillos in package sizes *less than* 20 is prohibited.
- The redemption of tobacco product discounts and coupons is prohibited.
- The sale of all tobacco products is prohibited in pharmacies.
- New tobacco retailers cannot locate within one thousand (1,000) feet of a youth-populated area or within 500 feet of an existing tobacco retailer. *This requirement does not apply to retailers who had a State tobacco retail license as of 1/14/20.*
- The total number of Tobacco Retailer Licenses will be limited to one (1) for each 2,500 residents in Unincorporated areas of Alameda County. *This requirement does not apply to retailers who had a State tobacco retail license as of 1/14/20.*

In addition to the Board of Supervisors (BOS) passing a law requiring all tobacco retailers in Unincorporated areas of Alameda County to obtain and maintain a valid TRL, the BOS also passed a law that prohibits the sale of electronic smoking devices (ESD). This law was passed on March 10, 2020, and will be enforced starting **September 6, 2020**.

Tobacco retailers will be required to obtain a County Tobacco Retailer License, abide by the provisions listed above, and refrain from selling ESDs by ~~April 13, 2020~~ **September 6, 2020**. We encourage you to discuss these regulations with your distributors and make sure that the tobacco products you buy from them are compliant.

The County is in the process of mailing out the Tobacco Retailer License applications. Although tobacco retailers now have until September to obtain a license, it is highly recommended that you submit your completed application as soon as possible. **Alameda County's Public Health Department and Community Development Agency will visit retailers in Unincorporated areas of Alameda County in the Spring and/or Summer of 2020 to provide retailers with additional education regarding compliance of this new law.** The Public Health Department is also planning to hold **optional tobacco retailer trainings**. Tobacco retailers will be notified once the dates and times of the trainings are selected.

If you have any questions pertaining to this law, please contact Austin Wingate in Alameda County's Tobacco Control Program: austin.wingate@acgov.org or 510-208-5905.

Sincerely,

Alameda County Public Health Department, Tobacco Control Program
Alameda County Community Development Agency