



# NOTICE! NEW TOBACCO PRODUCTS SALES LAW STARTING ~~APRIL 13, 2020~~ September 6, 2020



These laws affect tobacco retailers located in Unincorporated areas of Alameda County.  
Retailers must obtain a County Tobacco Retailer License in order to sell tobacco.

## No sale of flavored tobacco products

*This includes, but is not limited to, the following flavored tobacco products:*



Menthol, Mint, or  
Wintergreen Flavored  
Cigarettes



Flavored Chewing  
Tobacco and Snus



Flavored Cigars,  
Cigarillos, Little Cigars,  
Cigar/Blunt Wraps



Flavored E-cigarettes, E-  
hookahs, Vape Pens,  
JUUL, and E-Liquids

## No sale of electronic smoking devices

*This includes any component, part, or accessory intended or reasonably expected to be used with an electronic smoking device, whether or not sold separately.*



Vape  
pen



Vape  
Mods



Pod  
Mods



E-hookah  
pen



E-pipe



E-cigars



ESD  
cartridges



ESD  
batteries

## No redemption of tobacco product discounts and coupons

Retailers may not sell any tobacco products for less than their full retail price.



- ❌ Examples: Swisher Sweets \$1.00 coupon, and 15% discount code on e-liquid.
- ❌ Explanation: Retailers may not sell any tobacco products for less than the full retail price.



- ❌ Example: Camel discount of "\$0.75 cents off a pack."
- ❌ Explanation: Retailers may not sell any tobacco products for less than the full retail price.

## No sale of a package of cigarettes for less than \$8.00

Retailers may not sell a pack of cigarettes for less than \$8.00, including all applicable taxes.



- ❌ Examples: Marlboro Special Blend \$6.28 tax included, Marlboro 72's \$6.18 tax included, Marlboro Bold Flavor \$6.18 tax included, and Pall Mall \$5.72, tax included.
- ❌ Explanation: Retailers may not sell cigarette packs for less than \$8.00, including applicable taxes.

## No sale of little cigars/cigarillos in packages of less than 20

Retailers may not sell little cigars/cigarillos in pack sizes under 20; single large cigars are allowed if sold for a minimum of \$8.00 each.



- ❌ Swisher Sweets 2-pack cigarillos.
- ❌ Explanation: Retailers may not sell little cigars/cigarillos in pack sizes under 20.

## No sale of single large cigars or packs of little cigars/cigarillos for less than \$8.00

Retailers may not sell single large cigars or little cigars/cigarillos under \$8.00, including all applicable taxes.



- ∅ Examples: M.J. Frias Churchill Natural single large cigars for \$3.00
- ∅ Explanation: Retailers may not sell single large cigars for less than \$8.00 each, including applicable taxes.



- ∅ Examples: Splitarillos 3-pack Cigarillos for \$0.99 cents.
- ∅ Explanation: Retailers may not sell packs of little cigars/cigarillos for less than \$8.00 each, including applicable taxes.

## No sale of tobacco products in pharmacies

Pharmacies are prohibited from selling tobacco products.



- ∅ Examples: Cigarettes sold in a Walgreens Pharmacy.
- ∅ Explanation: Pharmacies in Unincorporated areas of Alameda County may not sell any tobacco products.