



March 2, 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** 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.*

Tobacco retailers will be required to obtain a County Tobacco Retailer License by April 13, 2020. Retailers must fully comply with all ordinance provisions by this time. Enforcement of the sale of flavored tobacco products and other tobacco product sales restrictions will begin on July 12, 2020.

The County is currently in the process of developing a Tobacco Retailer License application and determining the fee, and will mail the paper application as soon as it is finalized. **Alameda County's Public Health Department and Community Development Agency will visit retailers in Unincorporated areas of Alameda County in March 2020 to provide retailers with additional education regarding compliance of this new law.**

Please join us for an optional tobacco retailer training either on Tuesday, March 24, 2020 from 10:00 a.m. – 12:00 p.m. or on Thursday, March 26, 2020 from 6:00 p.m. – 8:00 p.m. at 224 West Winton Avenue, CDA Public Hearing Room 160 in Hayward, CA 94544 to provide education about these changes (see enclosed flyer).

Please review the enclosed documents for more information about these new regulations, including what tobacco products are allowable for sale under the law. Please note that these documents are reference tools, and do not include every tobacco product regulated under the new law. We encourage you to discuss these regulations with your distributors and make sure that the tobacco products you buy from them are compliant.

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