

Maine Responsible Tobacco Retailer Checklist

☑ Retail Tobacco License

- MeCDC Health Inspection Program issues annual licenses. Renewal applications are due April 1st. License information, updates, and duplicates:

<https://www.maine.gov/dhhs/mecdc/services/business-services/forms-and-applications>

- All licensees are subject to a Maine Synar & FDA retail tobacco compliance check inspection.
- Retailers must display their license.

☑ Signage for Age Verification

- Signage stating that tobacco products cannot be sold to anyone under 21 (“Tobacco 21” or “T21”) must be posted in the retail space. The best practice is to post T21 notices at each point-of-sale location in the store and on all entrances.

*Visit the **Maine Prevention Store** at www.maine-preventionstore.com for free T21 store signage and other tobacco prevention information.

☑ Display and Sale of Tobacco & Nicotine Products

- No sales of tobacco products to anyone under 21. Clerks must ID all consumers appearing under 30.

- All Tobacco products must be displayed for sale in a manner that does not allow the customer direct access to the products, for example behind the sales counter or in a locked display case.

- An employee who is 17 or older but under 21 may sell tobacco products only in the presence of an employee who is 21 or older and is in a supervisory capacity.

- Retailers must buy all tobacco products, including those containing synthetic nicotine, from a Maine Licensed Distributor. MRS Maine Licensed Distributor list:

<https://www.maine.gov/revenue/taxes/other-taxes/tobacco-distributors>

- Retailers may not sell delisted cigarettes: www.maine.gov/ag/consumer/tobacco/index.shtml

- Cigarettes must be sold in a full pack of 20. Sales of single cigarettes are prohibited.

- Retail Tobacco III stores with self-service displays must ask for T21 identification at the door.

- Contact the City/Town office to learn about the flavor ban in Bangor, Bar Harbor, Brunswick, Hallowell, Portland, Rockland or South Portland.

- Information on all FDA authorized e-cigarettes and nicotine pouches:

https://digitalmedia.hhs.gov/tobacco/print_materials/search?locale=en

☑ Employee Training Resources and Best Practices

- For a retailer to be eligible for a retail compliance credit, all retail employees must take the free Maine Tobacco Retailer Training annually and retain a copy of the training completion certificate:

www.MaineTobaccoRetailerTraining.com

- **Remember**, Vapes, Pouches, and other synthetic nicotine products are tobacco products and may not be sold to anyone under 21.

- It is the sales clerk’s job to ID anyone appearing under 30 and not sell where an ID is not provided.

- A sales clerk must be able to calculate age confidently for proper age verification.

- Retailers are advised to restrict point of sale system overrides and monitor sales reports to ensure that all ages are properly verified before a sale occurs.

☑ No Online or Delivery Sales

- Tobacco and nicotine products must be sold in a direct, face-to-face exchange.

- It is illegal to deliver tobacco or nicotine products to Maine consumers, except for premium cigars.



Maine Tobacco
Retailer Training



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