

# Application for Cigarette and Tobacco Products License

License Fee: \$100  
 Compliance Fee: \$50  
 Total Fees: \$150

MUNICIPAL USE ONLY

Applicant's Wisconsin 15-digit Sales Tax Account Number

← This must be issued in the same Legal Name of the licensee below.

License Number
Period Covered
Date of Issuance

Legal Name (corporation, limited liability company, partnership or sole proprietorship)			Federal Employer Identification No. (FEIN)	
Trade or Business Name (if different than Legal Name)			Telephone Number ( )	
Business Address (Permit Location)		Business Located In <input type="checkbox"/> City <input type="checkbox"/> Village <input type="checkbox"/> Town		Business Telephone ( )
City	State	ZIP Code	County	
Mailing Address (if different than Business Address)			City	State ZIP Code

Organization (check one)

- Sole Proprietor       Wisconsin Corporation – Enter date incorporated: \_\_\_\_\_
- Partnership       Out-of-State Corporation – Are you registered to do business in Wisconsin?     YES     NO
- Other (describe) \_\_\_\_\_

- YES     NO    1. Does the applicant understand that they must purchase cigarettes only from manufacturers, distributors or jobbers who hold a permit with the Wisconsin Department of Revenue?
- YES     NO    2. Does the applicant understand that they must obtain a Tobacco Products Distributor permit if purchasing untaxed tobacco products from an out-of-state company? (Tobacco Products Distributor permit is available from the Wisconsin Department of Revenue at 608-261-6435.)
- YES     NO    3. Does the applicant understand that they cannot purchase/exchange cigarettes or tobacco products from another retailer, including transferring existing stock to a new owner?
- YES     NO    4. Does the applicant understand that they must provide employees with tobacco sales training approved by the Wisconsin Department of Health and Family Services? (SmokeCheck.org)
- YES     NO    5. Does the applicant understand that they may not sell, give or otherwise provide cigarettes/tobacco products and nicotine products to minors (including electronic cigarettes containing nicotine)?
- YES     NO    6. Does the applicant understand that they may not sell single cigarettes?
- YES     NO    7. Does the applicant understand that cigarette and tobacco products invoices must be kept on the licensed premises for two years from the date of the invoice and be available for inspection by the Wisconsin Department of Revenue/law enforcement and that failure to comply can result in criminal penalties, including loss of cigarettes/tobacco products?
- YES     NO    8. Does the applicant understand that only cigarettes and roll-your-own (RYO) tobacco products listed on the Wisconsin Department of Justice's website labeled "Directory of Certified Tobacco Manufacturers and Brands" at [www.doj.state.wi.us/dls/tobacco/index.html](http://www.doj.state.wi.us/dls/tobacco/index.html) may be sold in Wisconsin?

Cigarettes / Tobacco will be sold     over counter     through vending machine     both

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the applicant. Applicant agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, cannot be assigned to another.

Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_

(Clerk / Notary Public)

My commission expires \_\_\_\_\_



# 5 Counties for Tobacco-Free Living

*Fond du Lac*

*Green Lake*

*Marquette*

*Washington*

*& Waushara Counties*

**160 S. Macy St. Fond du Lac, WI 54935 (920) 929-3085 Fax (920)929-3102**

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Our mission is creating nicotine and tobacco-free environments in which we live, work, and play while promoting healthy lifestyles through education, advocacy, and policy.

Tobacco Retailer,

Wisconsin Wins is part of a comprehensive approach to preventing youth access to tobacco. The Wisconsin Department of Health Services contracts with local partners to conduct investigations to establish retailer compliance with the law.

The Fond du Lac County Health Department working with "Five Counties for Tobacco-Free Living Coalition" conducts random tobacco retailer compliance checks. These checks are authorized by Wisconsin Statute §254.916 and help Wisconsin be in compliance with Federal SAMHSA SYNAR Program. SYNAR mandates states to maintain a compliance rate of less than 20 percent of tobacco sales to minors or risk losing \$10 Million in Federal Substance abuse prevention funding

Vape shops will also be included in the random checks as well as taverns. Under state statute minors are allowed to enter a tavern for the purpose of a scheduled tobacco retailer compliance check when working with the Wisconsin Wins Program.

Free on-line employee training is available at [www.witobaccocheck.org](http://www.witobaccocheck.org) . After passing the on-line exam the employee will receive a certificate of completion that will meet state statute requirements for employee training.

Although employees complete training, periodically reviewing tips to increase their ability to identify a minor's ID and avoid mistakes can increase their ability to refuse a sale to a minor. Under FDA requirements, all tobacco retailers must check the photo ID of anyone under the age of 27 who attempts to purchase any tobacco product.

It is the goal of the "Five Counties for Tobacco-Free Living Coalition" to help tobacco retailers and their employees be successful in keeping tobacco out of the hands of minors. We offer educational resources and training tips to ensure employees ask for and know how to read a Wisconsin driver's license correctly.

For more information, please contact Sandy Bernier "Five Counties for Tobacco-Free Living" at 920-906-5537.

## SUGGESTED TRAINING TIPS

It is the business owner's responsibility to ensure that their employees complete tobacco retailer training and have proof of completion of the training in the employee's file. Free on-line employee training is available at [www.Wltobaccocheck.org](http://www.Wltobaccocheck.org). Passing the on-line exam will provide the employee with a certificate of completion that will meet state statute requirements for employee training. Even after the employee has completed the mandated training regularly reviewing tips such as those below could help the employee successfully deny a sale to a minor.

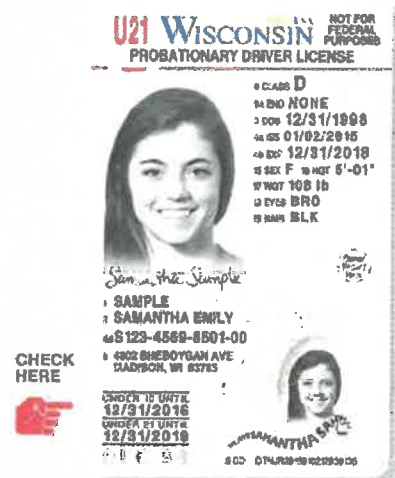
- ❖ Ask for a photo ID for anyone who appears to be under the age of 27 who asks to purchase a tobacco product per FDA regulation as of June 22, 2010.
- ❖ Look at the person handing you the ID to make sure the photo matches the person presenting the photo ID.
- ❖ Look for Wisconsin Driver's License/ID cards in a **vertical format** for those **under 18 and 21 years of age**.
- ❖ Identify the **month, day, and year** that the person turns 18 in a **yellow box** or listed under their picture.
- ❖ Do **NOT** rely solely on a "Calendar" or the register. If the register beeps after scanning the ID or entering the person's date of birth **DO NOT override the cash register**. Look at the ID again instead of assuming you made an error.
- ❖ Confirm the reason the cash register is beeping, is it because the person is a minor?
- ❖ Ask for help from a co-worker or manager if you have trouble identifying the age of the person requesting tobacco.
- ❖ Selling any type of tobacco to minors is illegal, which includes but is not limited to candy flavored tobacco products, e-cigarettes containing nicotine, or nicotine juice.
- ❖ Deny a sale to a minor by stating "I cannot sell tobacco to you, you are not 18 years old".
- ❖ Protect yourself, a violation is punishable by a fine of up to \$500.00 for the first offense; and between \$200.00 and \$500.00 for the second and subsequent violations within 12 months.
- ❖ Practice asking for an ID, practice identifying a minor's ID, and practice refusing the sale.
- ❖ These training tips are not meant to be all inclusive.

For more information about tobacco control initiatives contact Sandy Bernier, Tobacco Control Program Coordinator for "5 Counties for Tobacco-Free Living" at (920) 906-5537.

# DIFFERENT DESIGNS? SAME DEAL.

Wisconsin's vertical IDs don't always look the same, but they mean the same thing: **your customer may be under 18. Here's what you should do:**

- 1 Look for the dates under their photo.
- 2 Check the date they turn 18. Is it in the future?
- 3 If it's in the future, they're not old enough to buy tobacco. Don't make the sale.



Get free tobacco sales training at [smokecheck.org](http://smokecheck.org)

Sponsored by the Wisconsin Tobacco Prevention and Control Program, part of the Wisconsin Department of Health Services

P-01443



Disposable e-cigarettes, e-hookahs, vape pens

## Must Be 18 Years Old to Purchase

- It's illegal to sell e-cigarettes and e-juice containing nicotine to anyone under 18
- Even though these products come in candy flavors they are still illegal to sell to minors
- Retailers and employees face penalties for selling to minors

## Every Sale Matters

- Always verify age by checking ID
- Get required training — learn the facts about Wisconsin's tobacco and e-cigarette sales laws at [www.witobaccocheck.org](http://www.witobaccocheck.org)

## Flavored Tobacco: Must be 18 Years Old to Purchase

- Tobacco products may come in candy flavors but they are still tobacco products



Little cigars, blunts, and smokeless tobacco in candy flavors

When you keep tobacco away from minors, everybody wins.

