



ARKANSAS TOBACCO CONTROL

101 E. Capitol Ave., Suite 401
Little Rock, AR 72201
Phone: 501-682-9756
Fax: 501-682-9760
Web Address: <http://www.atc.ar.gov>



Asa Hutchinson
Governor

Steve Goode
Director

RECOMMENDED PROCEDURE FOR DISPOSAL OF DISCONTINUED, IMPERFECT, OR DAMAGED CIGARETTES

In accordance with the *Unfair Cigarette Sales Act*, cigarettes may be sold at less than the cost to the retailer (state minimum price) if they are:

- a. Being discontinued, not to be restocked;
 - b. Imperfect; or
 - c. Damaged.
1. Separate the cigarettes to be discounted from the rest of the cigarette stock, being mindful **not** to allow the discounted cigarettes to become a self-service item.
 2. Post a notice clearly readable by customers which lists:
 - a. The total number of cigarette packs being discounted;
 - b. The reason the cigarettes are being discounted;
 - c. The price of the discounted cigarettes.
 3. Please fax a copy of the notice along with your store name and telephone number to our office at the fax number listed above. This will help us answer any complaint calls that your store is selling cigarettes below minimum state price.

