



ARKANSAS TOBACCO CONTROL

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Asa Hutchinson
Governor

IMPORTANT NOTICE

Steve Goode
Director

DATE: MAY 1, 2015

TO: ARKANSAS CIGARETTE WHOLESALERS and RETAILERS

FROM: STEVE GOODE, DIRECTOR

SUBJECT: Rebates on the Sale of Cigarettes

Arkansas Tobacco Control has received complaints and information regarding wholesalers paying rebates, and retailers accepting and requesting rebates, in connection with the sale of cigarettes. Such actions are in violation of the Unfair Cigarette Sales Act.

**PLEASE BE ADVISED THE PROVISIONS OF THE UNFAIR CIGARETTE SALES ACT
WILL BE STRICTLY ENFORCED**

Actions prohibited by the Unfair Cigarette Sales Act include the following:

1. Any wholesaler or retailer offering a rebate in price, giving a rebate in price, offering a concession of any kind, or giving a concession of any kind or nature, in connection with the sale of cigarettes.
2. Any retailer inducing or attempting to induce or procuring or attempting to procure any rebate or concession of any kind or nature in connection with the purchase of cigarettes.
3. Any wholesaler or retailer advertising, offering to sell, or selling, at retail or wholesale, cigarettes at less than the minimum price.
4. Any retailer inducing or attempting to induce or procuring or attempting to procure the purchase of cigarettes at a price less than the minimum price.

Any violation of the Unfair Cigarette Sales Act can be charged as a criminal or administrative violation and may result in the suspension or revocation of any and all permits or licenses as well as the assessment of fines up to \$5,000.00 per violation (e.g. Accepting 5 separate \$200.00 rebates could result in up to a \$25,000.00 fine).