



## 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.arkansas.gov/atcb>



Mike Beebe  
Governor

J.R. Thomas  
Director

### **IMPORTANT NOTICE**

TO: ARKANSAS CIGARETTE WHOLESALERS and RETAILERS

FROM: J.R. THOMAS, DIRECTOR

SUBJECT: UNFAIR CIGARETTE SALES ACT

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The Arkansas Tobacco Control Board has received complaints about rebate activity in regard to wholesalers offering rebates and some cases of retailers requesting rebates. These actions would be in violation of the Unfair Cigarette Sales Act.

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

Among actions prohibited by the Unfair Cigarette Sales Act are as follows:

1. For any wholesaler or retailer to offer a rebate in price, to give a rebate in price, to offer a concession of any kind, or to give a concession of any kind or nature in connection with the sale of cigarettes.
2. For any retailer to induce or attempt to induce or to procure or attempt to procure any rebate or concession of any kind or nature in connection with the purchase of cigarettes.
3. For any wholesaler or retailer to advertise, offer to sell, or sell, at retail or wholesale, cigarettes at less than the minimum price.
4. For any retailer to induce or attempt to induce or to procure or attempt to procure the purchase of cigarettes at a price less than the minimum price.

Any violation of the Arkansas Tobacco Products Tax or the Unfair Cigarette Sales Act is a criminal violation and also subjects the company or individual to the suspension or revocation of any and all permits or licenses. **Violations will be taken seriously.**