

In Wisconsin, 21 is the minimum legal sales age for tobacco and vape products—no matter what.

The federal minimum legal sales age for tobacco and vape products was increased from 18 to 21 in December 2019. Wisconsin retailers are obligated to follow the federal tobacco sales law.



LEARN THE LAW

Get free required training and certification on tobacco sales laws at WITobaccoCheck.org.

STUDY FOUR EASY STEPS FOR CHECKING IDS



Horizontal IDs are issued to Wisconsinites 21 and over

In Wisconsin, **vertical IDs** are issued to people under 21.

Step 1: Hold up their ID.

Because some Wisconsinites may still carry an unexpired vertical ID after they turn 21, it's important to check vertical IDs carefully.

Step 2: Look at their birth date.

It's not always where you'd expect. On a Wisconsin driver's license or state ID, look for the date under or beside the person's photo.

Step 3: Locate or calculate the date they turn 21.

If you don't have the FDA's age verification calendar or mobile app on hand, just do some simple math. Take their birth year and add 20. Then add 1 more.

Step 4: Is their 21st birth date in the future?

If so, they'll have to wait. Don't make the sale and let them know it's federal law.

AVAILABLE NOW

Updated Tobacco 21 In-Store Materials

Order FREE posters, window clings, buttons, ID Check Reference Cards, and more.

- Many materials available in English and Spanish
- ID Check Reference Cards also downloadable in Arabic, Hmong, Hindi, Spanish, and Somali
- Order free supplies at dhs.wisconsin.gov/tobacco21



Wisconsin Wins is a proven education, outreach, and inspection program for tobacco and vape retailers across the state. Team members provide retailers with training, signage, and other tools to help them comply with the federal tobacco sales law. Local agencies also partner with law enforcement to conduct nearly 4,000 tobacco and vape retailer inspections per year.