



**BOARD OF HEALTH**  
**100 MAPLE AVENUE**  
**SHREWSBURY, MASSACHUSETTS 01545**  
**Telephone: 508-841-8345**

August 30, 2019

Dear Town of Shrewsbury Tobacco Retailer:

**RE: Restricting the Sales of Flavored Tobacco Products – Effective January 1, 2020.**

This letter serves to inform you of a new regulation “**Restricting the Sales of Flavored Tobacco Products**” adopted by the Shrewsbury Board of Health on August 30, 2019. Please read the pertinent information detailed below as the changes will have a direct impact on your business. **This regulation will go into effect on January 1, 2020.**

**Flavored Tobacco Products**

The Shrewsbury Board of Health has prohibited the sale of flavored tobacco products, **except in adult-only retail tobacco stores**. As of the effective date of this regulation, you are prohibited from selling any tobacco product, including e-cigarettes that have a characterizing flavor **other than menthol or tobacco**. Since the Town of Shrewsbury considers e-cigarettes a tobacco product, you may no longer sell flavored e-cigarettes. Even if the label does not state that the product is flavored, if by smell and taste the product has a characterizing flavor, you may not sell that product under this regulation.

**This flavor restriction applies to:**

- a. Flavored cigars, little cigars, and cigarillos (flavors include, but are not limited to wine, grape, peach, and vanilla)
- b. Flavored smokeless tobacco (flavors include, but are not limited to berry, apple, or citrus blend)
- c. Flavored e-cigarettes (flavors include but are not limited to cherry crush, pina colada)
- d. Any tobacco products t tobacco derived products that smell and taste like fruit, candy or alcohol, other than menthol or tobacco.

**This flavor restriction does NOT apply to:**

- a. Menthol cigarettes
- b. Menthol, mint, or wintergreen flavored tobacco products
- c. **Adult-only Retail Tobacco Stores** that meet the following definition: *An establishment which is not required to possess a retail food permit whose primary purpose is to sell or offer for sale to consumers, but not for resale, tobacco products and tobacco paraphernalia, in which the sale of other products is merely incidental, and in which the entry of persons under the age of 21 is prohibited at all times, and maintains a valid permit for the retail sale of tobacco products as required to be issued by the Shrewsbury Board of Health.*
- d. **Smoking Bars** that meet the following definition: *An establishment that primarily is engaged in the retail sale of tobacco products for consumption by customers on the premises and is required by Mass. General Law Ch. 270, §22 to maintain a valid permit to operate a smoking bar issued by the Massachusetts Department of Revenue. "Smoking bar" shall include, but not limited to, those establishments that are commonly knowns as "cigar bars" and "hookah bars".*
- e. A person or entity engaged in the business of selling or distributing cigars for commercial purposes to another person or entity engaged in the business of selling or distributing cigars for commercial purposes with the intent to sell or distribute outside the boundaries of Shrewsbury.

**If you believe you qualify under the "adult-only retail tobacco store" exemption paragraph (c) or "smoking bar" exemption paragraph (d), please call the Shrewsbury Board of Health at 508-841-8345 to confirm your assessment.**

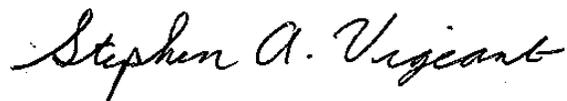
**Penalties**

The penalties assessed to those who violate this regulation are subject to a fine that range from \$100.00 up to \$300.00 and possible suspension or revocation of their tobacco permit. The tolling period for violations is 36 months. When a violation occurs, the permit holder's violation history will be considered when determining the penalty level.

**A tobacco inspector will be conducting retail educational visits with all tobacco permit holders. In the interim, if you have questions concerning the recent amendments, please call the Shrewsbury Board of Health at 508-841-8345 or the Central MA Regional Public Health Alliance at 508-799-8531 ext. 33180.**

Thank you for your cooperation.

Sincerely,



Stephen Vigeant, Chairman  
Shrewsbury Board of Health