


PLAIN PACKAGING FOR TOBACCO

**Neighbourhood
retailers speak out**

WE EXPECT

ID

IT'S THE LAW



The federal government wants to remove all logos, colours, fonts or other stylistic features that let customers know just exactly what tobacco product they are buying. All packages will be the same plain colour with the same plain font. Neighbourhood convenience store owners were asked how this would affect them and their customers. This is what they said:



Plain packaging will hurt c-store staff and customers

73%

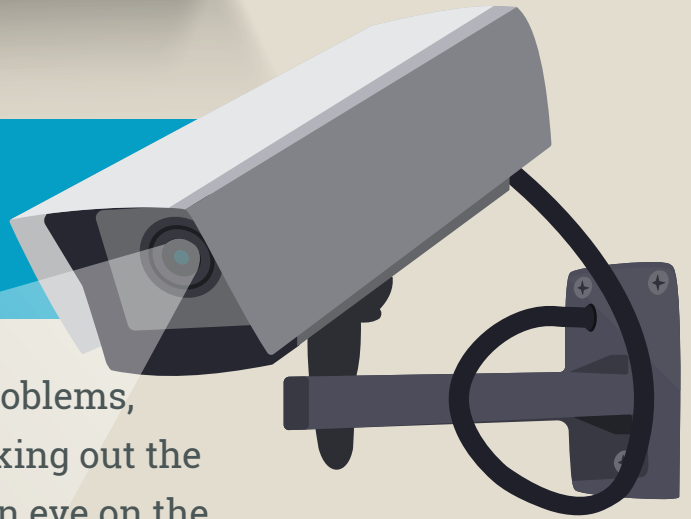
say plain packaging will slow down transactions by several minutes.

Plain packaging will lead to slower service for all customers because of problems identifying the right product and frequent product returns when the customer gets the wrong product.

94%

of c-stores have security concerns

Plain packaging will lead to security problems, because staff will spend more time picking out the right products, and less time keeping an eye on the rest of the store.



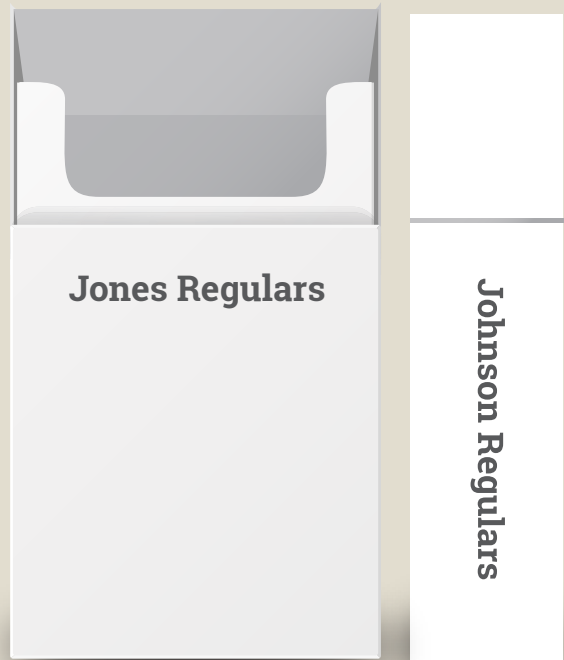
97% of c-stores will need to increase staff training

Plain packaging will lead to increased costs (more training, longer hours for staff), which could affect prices for customers.



Plain packaging will cause stores to order the wrong products and in some cases customers will get the wrong products.

86% of c-store staff manually count tobacco stock



Plain packaging will lead to longer working hours. For independents, that's not paid overtime, that's just time away from family.

...and what do Canadians stand to gain?

Black market is **20%** of total tobacco sales

By removing brand identifiers, cigarettes and other tobacco products will be easier to counterfeit. And, if branding is removed and all packs are identical, price will become the deciding factor. The cheapest products will always come from the illegal market where cigarettes are tax free. Already, black market cigarettes are a \$3 billion industry.

Existing rules are working, government inspections reveal that c-stores do an excellent job of selling tobacco only to adults, and tobacco use by young people continues to decline.

We say
NO
to minors



Convenience store owners are partners in preventing young people from accessing tobacco products. They already invest time and resources each year into employee training, proper ID checks and signage to that effect. If government wants to further reduce smoking rates, this can only be done by cracking down on the illegal tobacco market, where cigarettes are sold to anyone, no I.D. required.

Why is the voice of neighbourhood

RETAILERS

being ignored?

Learn more at Cstores.ca