



Preparing for the Generational Tobacco Ban

What is changing in Wales?

From **1st January 2027**, the Government will introduce a generational ban on the sale of tobacco. The generational tobacco ban introduces a permanent cut-off date of 2009 for tobacco sales.

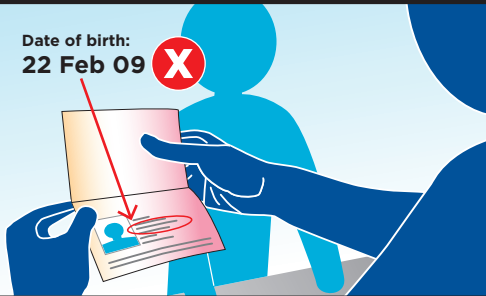
Retailers will no longer be able to legally sell any tobacco products to anyone born on or after **1st January 2009**.

You should continue to use Challenge 25 for the coming years.

Products include:

- Cigarettes, cigars, and cigarettos
- Handrolled tobacco, pipe tobacco, nasal tobacco, and cigarette papers
- Herbal smoking products, heated tobacco, chewing tobacco and waterpipe tobacco products

DECLINE '09



How it works in practice

Staff need to check whether a customer was born on or after 1st January 2009.

It will always be illegal to sell tobacco to anyone born on or after 1st January 2009.

Change your mandatory age of sale notice

Under new regulations, retailers are legally required to update their mandatory tobacco age of sale notice and place it in a prominent position at each point of sale of tobacco products on 1st January 2027.

You will need to replace your existing point of sale notice and update it with the following wording:

It is illegal to sell tobacco products to anyone born on or after 1st January 2009. / Mae'n anghyfreithlon gwerthu cynhyrchion tybaco i unrhyw un a anwyd ar neu ar ôl 1 Ionawr 2009.

You can download a template tobacco age of sale notice [here](#). Please ensure the **font size is no smaller than 12mm in height** (font size 34 in Arial) and the notice is **standard A3 size (297mm x 420mm)**. You are permitted to use different font colours and font types.

How to handle a conversation with a customer

The generational tobacco ban introduces a new type of age restriction that some customers may not be aware of. There are a number of common refusal approaches you can use to avoid confrontation.



Key resources

ACS has produced two resources to help businesses implement the change effectively:

- **Mandatory age of sale notice** to clearly communicate the ban to customers. Retailers should display their existing tobacco age of sale notice poster until 1st January 2027.
- **Decline '09 refusal explainer** to support staff understanding and confidence when refusing sales.

These resources should be shared with all colleagues involved in tobacco sales. A Welsh language version of the mandatory age of sale notice is available at acs.org.uk/campaigns/decline09

For more details on this guidance, contact a member of the ACS team on 01252 515001

Our website www.acs.org.uk

Our social media @ACS_localshops on X, TikTok and Instagram

Association of Convenience Stores on LinkedIn, Facebook and YouTube

ACS | the voice of
local shops

© ACS 2026. Design & illustration by www.fluidstudio.co.uk