

MP – COMMUNICATIONS PACK: RESPONSIBLE RETAILING

This communication pack contains guidance and communications asset to share with local shops in your constituency over the summer of 2025.

The pack also contains a brief explainer on the importance of preventing underage sales and how you can share ACS resources with businesses in your constituency to help them sell products responsibly.

We have included:

- Template social media posts
- Sample text for your newsletter
- Challenge25 Assets, Preventing Underage Sales Guide and our Selling Vapes Responsibly Guide

For more information or help sharing the materials please contact Daniel.askew@acs.org.uk

Preventing Underage Sales

Preventing underage sales of age-restricted products like tobacco, vapes, and alcohol is essential to protecting young people and supporting responsible retailing.

Retailers have a crucial role in ensuring these products don't fall into the hands of minors by staying alert, training staff properly, and following strict age verification procedures.

At ACS, we support businesses with resources, guidance, and training to help them comply with the law and stay vigilant in preventing underage sales.

By promoting responsible retail practices and sharing these tools with businesses in your area, you help protect young people, uphold public health standards, and maintain trust in local retailers.



ACS advice

PREVENTING UNDERAGE SALES

Understanding how to manage underage sales is probably the main compliance challenge a convenience store retailer faces. This guide explains what you are legally obligated to do; what you should consider doing as best practice; and how you put in place the policies and procedures that will help you to manage this difficult area successfully.

UNDER 25?

Please be prepared to show proof of age when buying age restricted products

Responsible Retailing Assets



Challenge25 is a long running successful policy created to support colleagues who are doing their job by enforcing the law on age restricted sales. The policy, which urges colleagues to check for proof of age for anyone that might look 25 or under, is most commonly used for alcohol purchases but also applies to all other age restricted products.

Any business can download Challenge25 materials for free and display them in their shops [here](#).



ACS' Selling Vapes Responsibly and Preventing Underage Sales Guide provides comprehensive advice to local shops on how to sell age restricted products responsibly.

This guidance below can support local shops identify illicit products and put in place the policies and procedures to prevent underage sales.

[ACS Selling Vapes Responsibly Guide](#)
[ACS Preventing Underage Sales Guide](#)



Template Social Media Posts

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- Challenging underage customers can sadly be a major flashpoint for abuse against shopworkers. I'm supporting @ACS_LocalShops by sharing #Challenge25 materials to help retailers communicate their responsibilities and reduce the risk of confrontation.
- We're supporting @ACS_LocalShops in highlighting to business how you can put plans and procedures in place to prevent proxy sales of age restricted products. Check out this guide: <https://www.acs.org.uk/advice/preventing-underage-sales>

Facebook

We're working with The Association of Convenience Stores to support local businesses in tackling underage and proxy sales of age-restricted products like tobacco, vapes, and alcohol.

If you run or work in a shop, it's vital to have the right steps in place to stop these harmful sales. This guide offers clear, practical advice to help you stay compliant and protect young people in our community.

■ Take a look: <https://www.acs.org.uk/advice/preventing-underage-sales>

Newsletter Text

I am calling on local retailers here in **[Insert Constituency]** to take advantage of the free information, advice, and resources available to them from the Association of Convenience Stores which are designed to help businesses sell products responsibly and prevent underage sales. The resources include guides on how to put procedures in place to prevent underage sales, identify illicit products, and tailored Challenge25 materials to display in your store. These are all are all free and available to view [here](#).

More information

- ACS has developed a dedicated resource hub for MPs, providing access to a range of materials designed to support local businesses. You can explore the hub [here](#).
- For further information on the resources or to arrange a visit to your local convenience store please contact ACS Public Affairs Manager Daniel.askew@Acs.org.uk

Social Media Images

ACS|advice



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IT IS AN OFFENCE
FOR UNDER 18s
TO PURCHASE
OR ATTEMPT TO
PURCHASE
ALCOHOL

You could receive
a fine of £1,000

25