



Crawford County Health & Human Services Department

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For immediate release

Wisconsin Vape Shops Now Require State Retail License

Local municipal clerks in Wisconsin have begun to implement a new state law that requires vape shops to obtain retail licenses. Up until the passage of Wisconsin Act 73 in December 2023, a retailer selling only electronic vaping devices; that is, not cigarettes and other tobacco products, was not required to have a license to sell vape products.

The Wisconsin Department of Revenue recently issued a new retail license form, Form CTV-100, which was updated to include all tobacco and vape products. The form is for use by all villages, towns, and cities in Wisconsin.

The MAXIMUM fee for a tobacco/vape shop retail license in Wisconsin is just \$100 and many local tobacco/vape shop license fees are MUCH less. These fees are set and controlled at the local level.

Wisconsin Act 73 is a step in the right direction, but more oversight is needed, especially to help protect young people from nicotine addiction. The new law is sparking new community conversations about vaping in Wisconsin and the importance of local voices on this issue.

Crawford County Health Department will be reaching out to municipal clerks in the county to bolster communications with vape retailers, especially about the requirement to follow the federal Tobacco 21 law in Wisconsin. The Health Department also operates the local Wisconsin Wins tobacco and vape retailer inspection, education, and outreach program. The program provides free retailer training, store signage, and other resources to help prevent underage tobacco and vape sales.

Wisconsinites can access the free Wisconsin Tobacco Quit Line by texting READY to 34191. Residents aged 13 and up can also reach the Quit Line 24/7 by calling 800-QUIT-NOW (800-784-8669) or by visiting WiQuitLine.org. Teens 13-17 who specifically want to quit vaping can text VAPEFREE to 873373 for free help via text. The American Indian Quit Line at 888-7AI-QUIT (888-724-7848) offers free culturally tailored support for indigenous people who want to quit commercial tobacco.