

September 24, 2025

Dear Tobacco Licensees,

As you may be aware the Alcoholic Beverage Control Division (ABC) is conducting establishment compliance inspections throughout the state to ensure Licensees adhere to the Tobacco Products Act. The following reminders are provided to help licensees in maintaining full compliance.

Tobacco Products Definition

61-37-2. Definitions. S. "tobacco product" means a product made or derived from tobacco or nicotine that is intended for human consumption, whether smoked, chewed, absorbed, dissolved, inhaled, snorted, sniffed or ingested by any other means, including cigars, cigarettes, chewing tobacco, pipe tobacco, snuff, e-cigarettes or electronic nicotine delivery systems.

Display of License

15.8.4.11 DISPLAY OF LICENSE: The current tobacco products license, or licenses, shall be prominently displayed within the licensed location so that it is in full public view at all times. A copy or scanned image or facsimile of the license may be displayed only for 30 days or until the original license is received by the licensee, whichever occurs first, provided the copy or scanned image or facsimile is of the original, current, and duly issued license.

Posters

Click here for a copy of the [Tobacco Poster](#)

15.8.4.12 POSTERS:

A. Licensees that sell tobacco products directly to the public shall display a printed sign or decal, in full public view within the licensed location at a point of sale and where a tobacco product vending machine is located, that reads "IT IS ILLEGAL FOR A PERSON UNDER 21 YEARS OF AGE TO PURCHASE TOBACCO PRODUCTS."

B. The sign or decal shall be of a size prescribed by the director, except that the licensee may make the sign or decal larger than what is prescribed. The division will provide access to an electronic copy to be printed and displayed by licensee.

C. Licensees may, with the director's prior approval, develop and use printed signs or decals that contain the same information required in this section. Any such sign or decal shall be valid only if bearing the director's stamp of approval.

Free Samples

15.8.5.16 PROVIDING FREE SAMPLES:

A. It is violation of the act to provide free samples of tobacco products without the written approval of the director.

B. Subsection A shall not apply to an individual who provides free samples of tobacco products, e-cigarettes, or nicotine liquid containers in connection with the practice of cultural or ceremonial activities in accordance with the federal American Indian Religious Freedom Act or its successor act.

Please contact our Tobacco staff for questions:

Kyla Larsen, Tobacco Licensing – Applications / Renewals

Kyla.Larsen@rld.nm.gov

Cesar Gonzalez, Compliance Officer – Compliance / Inspections

Cesar.Gonzalez@rld.nm.gov

Desirae Griego, Manager, Compliance – Citations / Complaints

Desirae.Griego@rld.nm.gov