

Tobacco and Alcohol Retail Assessment **Pocket Guide**



To assess the store, retailers must

- Be accessible to under 21
- Be open and safe
- Sell at least one form of tobacco product

If the retailer does not fit the criteria, even if it is on your list. You do not need to assess.

- **For all stores:** conduct exterior assessments without permission
- **For large stores:** don't need to ask permission. If asked, you can explain the study and provide information letter if needed
- **For small stores:** better to ask permission, provide information letter if needed

Introducing yourself:

Hello, my name is _____. We are working on a project in our community where we are assessing the kinds of products that are sold in our stores.

Would you mind if I looked around? This is not an inspection. It will only take a few minutes and I will not get in the way of your customers.

Photo Opportunity! All photos taken will be compiled, organized and posted on HPCDP Connection is a photo library.

General Photo guidelines:

- No people
- High image quality
- Close-up shots (if possible) with minimal distractions
- Rule of Thirds
 - Image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections

Have any comment about the survey? Saw something interesting that you would like us to know about? Valuable interaction with a store retailer? Any “aha” moments you would like to share? Include here:

[illegible]

PRODUCT
EXAMPLES

Cigarettes



Menthol cigarettes



Cigarillos/little cigars



Single cigarillos



Large cigars



PRODUCT
EXAMPLES

Chew, moist or dry snuff, dip or snus



Definition: Tobacco products that do not produce smoke or vapor, often referred to as smokeless tobacco.

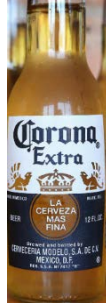
E-cigarettes



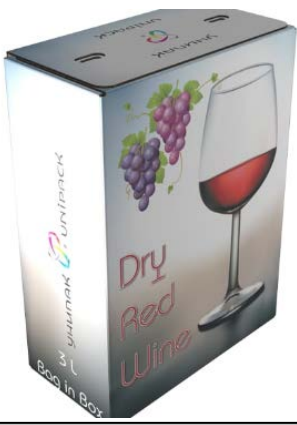
Definition: Battery-powered cigarettes that produce vapor instead of smoke. They can be refillable or disposable. This category does not include e-hookahs or e-cigs.

Product
Examples

Beer



Wine



Malt Liquor-not flavored



Definition: A beer with a high alcohol content. Commonly sold in 40 fluid ounce bottles.

Wine Coolers and Alcopops

Product Examples



Definition: An alcoholic beverages, made from fruit juice and wine or malt liquor in combination with sugar and sometimes carbonation. Flavors may vary.

Hard Cider



Definition: An alcoholic beverages, made mainly from the juices of apples. For this assessment we will be focusing on ANY hard ciders flavors. It is not necessary to identify individual flavor types.

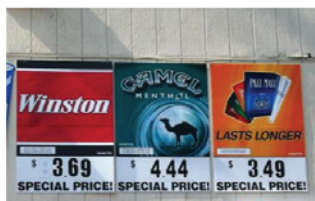
Sugary Drinks



Definition: Any soda, slushy, flavored milk, sports or energy drinks that do not explicitly say no sugar added/ no calories and/or diet.

STORE CHARACTERISTICS

Outside advertisements



Definition: Include any sign, poster, banner, decal, sticker, neon light or other three-dimensional object that promotes a brand. Advertisements are pre-printed or professionally-produced but may include hand-written information about price. These may be located on the building, on functional items (e.g. trash can, shopping basket) or property (e.g., on the sidewalk, window, parking lot, front door, gas pump, side of the building).

More examples: Alcohol advertising



Examples: Alcohol and university cobranded advertisements

Any university partnerships with alcohol industry

- Ducks, Beavers etc.
- Neon signs
- Sandwich boards
- Banners



More examples: Sugary drink



WIC & SNAP (i.e. food stamps, EBT)



Training Notes

Store categories

Convenience store with or without gas: Convenience stores, also known as food marts, sell a limited line of goods that generally include milk, bread, soda, and snacks. Some convenience stores sell gas (e.g., Arco AM/PM, Chevron FoodMart, BP Connect, Valero), and others don't (e.g., 7-Eleven, Circle K, Quik Stop).

Drug store/pharmacy: These are known primarily for selling prescription drugs as well as over-the-counter medicines (e.g., Rite Aid, Walgreens, Duane Reade).

Grocery store: This includes a small market, deli, produce market, large grocery and supermarket (e.g., Safeway, Kroger, Giant Food, Piggly Wiggly, Vons, Luckys, Ralph's, Jewel Osco). Some supermarkets have gas pumps. The difference between a convenience store and a grocery store is that grocery stores sell raw meat that is meant to be cooked at home.

Mass merchandiser or discount store: Mass merchandisers sell a variety of goods including clothes, electronics and food (e.g., WalMart, Costco, BJ's, Sam's Club). Discount stores sell a wide range of general merchandise including fresh and perishable goods (e.g., 99 Cent Stores, Dollar General).

Tobacco shop: Use this category for a smoke shop or other retailer that primarily sells tobacco products (e.g., Cigarettes Cheaper, Cigar shops, or e-cigarette shops).

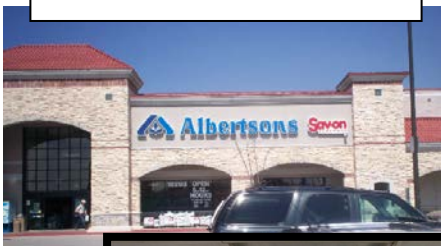
Pharmacy example:



Mass merchandiser example:



Grocery store example:



Convenience store/ mini mart example:



Other example: Gas only

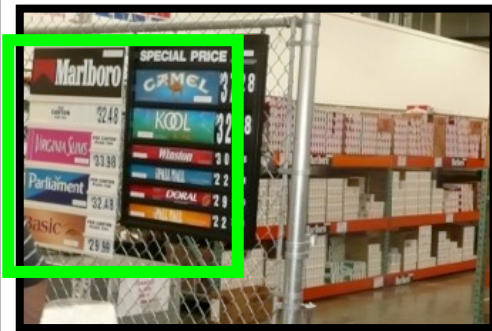
Pharmacy counter

STORE CHARACTERISTICS

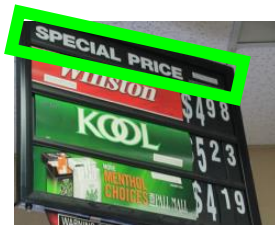


Note: Stores do not have to be a drug store/pharmacy to have a pharmacy counter. For example, a WalMart might be a mass merchandiser and have a pharmacy counter.

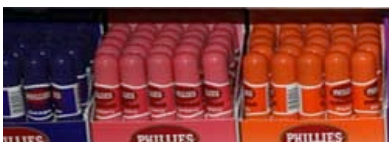
Tobacco Advertisements inside the store



Menthol Price Promotions



Cigarillos advertised for less than \$1



TOBACCO FLAVORED PRODUCTS

Flavor examples



Fruit or Sweet	Liquor	Mint	NOT Flavored
Apple	Bourbon	Fresh	Black
Cherry	Cognac	Frost	Bold
Chocolate	Margarita	Peppermint	Menthol
Cinnamon	Peach schnapps	Spearmint	Mild
Cream	Piña Colada	Wintergreen	Perfecto
Grape (white, red)	Spiced Rum	Winterchill	Purple or purple haze
Honey	Whiskey		Red
Java	Wine		Regular
Peach	Wine grape		Royale
Spice			
Strawberry			
Sweet			
Vanilla			

Talking to the cashier

Please consider the context, remembering that the cashier's time is a limited resource. Use your judgment and remember to be courteous and to avoid getting in the way of other customers.

Training Notes

[illegible]

TOBACCO PLACEMENT

Tobacco placement



Tobacco product within 12 inches (approximately two hand lengths) of toys, candy, gum, slushy/soda machines, or ice cream.

Tobacco advertisement within 3 feet of floor



Any tobacco advertisements within 12 inches (approximately two hand lengths) of toys, gum, slushy/soda machines, bottle sodas, or ice cream.

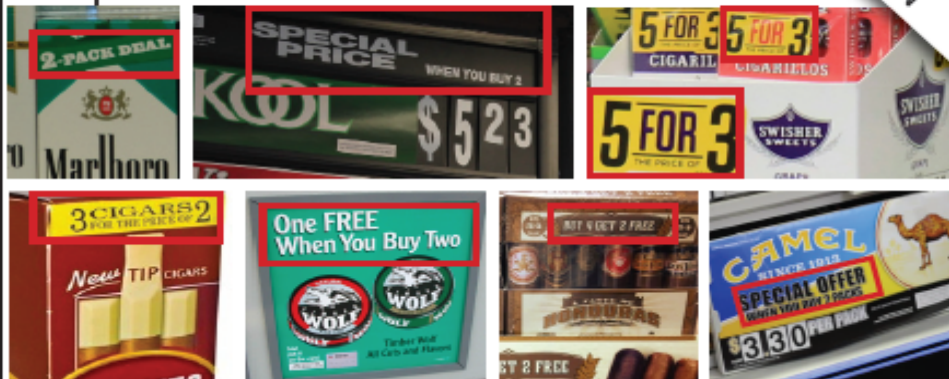


Price promotion

Definition: Popular price promotions include cents or dollar-off promotions, multi-pack discounts and buy some-get some free deals.

PRICE
PROMOTION

Multi-pack discount



An offer to purchase more than one item that results in a lower price (e.g., "buy 2, get 1 free" or "\$4.59 per pack when you buy 2").

Special price



A sale or special price indicated by terms such as "special value", "discount", "cents-off", "on sale", "reduced price", or "limited time offer". Ignore cigarette cartons and do not include "everyday low price" or "value brand".

Not a promotion



Just a sign with a price, regardless of how many you get for the price (e.g., 2 cigarillos for 99 cents). This is not a promotion because it is just displaying the everyday price of the item and doesn't have the words associated with a special price (e.g., "reduced price").

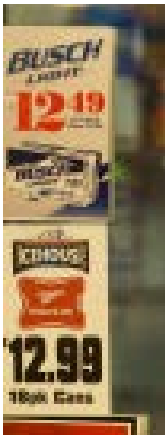
Price Promotional Advertisement Example: Branded advertisements that include a special /discounted/sale price. Such as a discount off of multiple packs.





Alcohol product within 12 inches (approximately two hand lengths) of toys, candy, gum, slushy/soda machines, or ice cream.

Alcohol advertisements inside the store



Include only branded signage, not hand written.

[illegible]

Alcohol Placement Price Promotion

PRICE
PROMOTION AND
PLACEMENT

Large product displays visible from the entrance



Try not to go in search of these, if you don't see it right away check no and continue assessment

Price promotions for alcohol

Definition: Popular price promotions include cents or dollar-off promotions, multipack discounts and buy some-get some free deals.



Doesn't need to be branded

PROMOTION AND PLACEMENT



Training Notes

Training Notes

[illegible]



Special thanks to:

