

State of Louisiana
Office of Alcohol and Tobacco Control

Jeff Landry
GOVERNOR



Jarrod Coniglio
SECRETARY

CHAD M. BROWN
ATC COMMISSIONER

June 8, 2026

SUMMER COMPLIANCE REMINDER
Help Us Keep Minors Safe This Summer

As summer gets underway and young people are out of school, Commissioner Brown and the ATC is asking all permitholders to operate with heightened awareness. These summer months bring increased activity from minors, and your diligence is essential in preventing underage access to alcohol, tobacco, and consumable hemp products.

To support this mission, Commissioner Brown has directed ATC to conduct additional and random compliance checks statewide throughout the summer to ensure that ***"the ATC is doing its part in ensuring minors do not have access to alcohol, tobacco, or consumable hemp products from any business holding a permit with us."***

Businesses and their employees who sell these products to anyone under 21 may face fines, penalties up to and including suspension or revocation of their permits. We strongly encourage all businesses to be proactive and ensure staff and procedures are prepared for the busy season

What Retailers Should Do

- ❖ Verify ID with proper identification for every purchase.
- ❖ Ensure all servers are properly trained - age requirements & verification procedures.
- ❖ Review refusal of sale policies
- ❖ Refresh internal procedures before the summer rush.
- ❖ Confirm Server RV certifications
- ❖ Ensure all employees are current and compliant

We appreciate your continued cooperation and commitment to keeping regulated products out of the hands of minors. Together, we can protect our communities and uphold the integrity of the industries we serve.

A handwritten signature in black ink, appearing to read "Chad Brown".

Chad Brown,
ATC Commissioner