

We Card Because We Care!

"As a small business owner, and especially as a mom, I care deeply about protecting our youth and keeping our community safe. Properly carding and preventing sales to minors is a crucial part of this. Caring about our future looks like carding."

Haley Mignone, Johnson General Store, Johnson



"Managing age-restricted sales is challenging, but prioritizing compliance in our daily store operations has been key to our success. Preventing minors from accessing alcohol and tobacco is one of the most important services we offer, and it's a responsibility we take great pride in."

Rushit (Ricky) Patel, The Cupboard Deli, Jeffersonville/Cambridge

"Carding is important to me because every ID check I do is a small act of care and respect for our community, our industry, and protecting the future of both in Vermont."

Kendra Beattie, VWEEDS, Wolcott



"We strictly card and have a POS system to further manage alcohol sales because Vermont law prohibits alcohol sales to minors, and our business and staff are personally liable for compliance. As parents, community members, and dedicated curators of well-regarded wine and craft beer selections, we take this responsibility seriously."

Audra Hughes, Commodities Natural Market, Stowe

"The sale of age restricted products can certainly present its challenges to the retailer, but we have found that keeping it in the day to day conversation at the store has had a major impact on our ability to perform successfully. Making alcohol and tobacco unavailable to underage people is the one of the best services that we can provide. We are proud to do so."

Tim Monaghan, Riverbend Market, Morrisville



What Lamoille Valley Youth are Saying

“Please card to make sure youth cannot trick or fool people about their age to get things that are harmful for them. As well as to stop addiction in youth. When you start young, it is set up for a lifetime. When you are an adult, you have less peer pressure and more free will, and know about the cons.”

Student, Age 12

“It is important that every store clerk check IDs and not sell to youth because they need to be responsible for themselves and the youth. Both the youth and seller should understand the consequences associated with substance use and clerks need to be mature and hold the youth to a high standard and follow the law.”

Student, Age 16

“Please card because it’s important to make sure children don’t use vapes and other things they are not supposed to.”

Student, Age 13

“It is not healthy for young people to have access to alcohol, tobacco, etc. Caring people can help prevent it.”

Student, Age 17

“Please card for our youth’s future and minds.”

Student, Age 14

For More Information Contact:

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