

Mobility Plaza®

Leading makers of age-restricted products line up to support TruAge

Altria Group Distribution Company and Juul Labs sign on during the recent NACS Show.



Four of the leading manufacturers of age-restricted products have announced their support of TruAge, the new digital solution that enhances current age-verification systems and protects user privacy.

TruAge, developed by NACS, the global trade association that represents the convenience and fuel retailing industry, and Connexus, its standards-setting partner, makes the traditional carding experience more convenient and accurate.

The largest U.S. tobacco company, Altria Group Distribution Company; the two largest U.S. brewers, Anheuser-Busch and Molson Coors Beverage Company; and the country's leading e-cigarette manufacturer, Juul Labs Inc., have all announced their support of TruAge. Altria and Juul announced their commitments during the NACS Show, which took place Oct. 5-8 in Chicago.

"Ninety percent of U.S. consumers say they support a nationwide standard for age-verification, and

this growing list of brands committed to TruAge support what our customers tell us,” said NACS President and CEO Henry Armour.

TruAge also is supported by more than 130 retail companies that represent 22,000-plus convenience store locations in the United States, plus four industry point-of-sale (POS) providers.