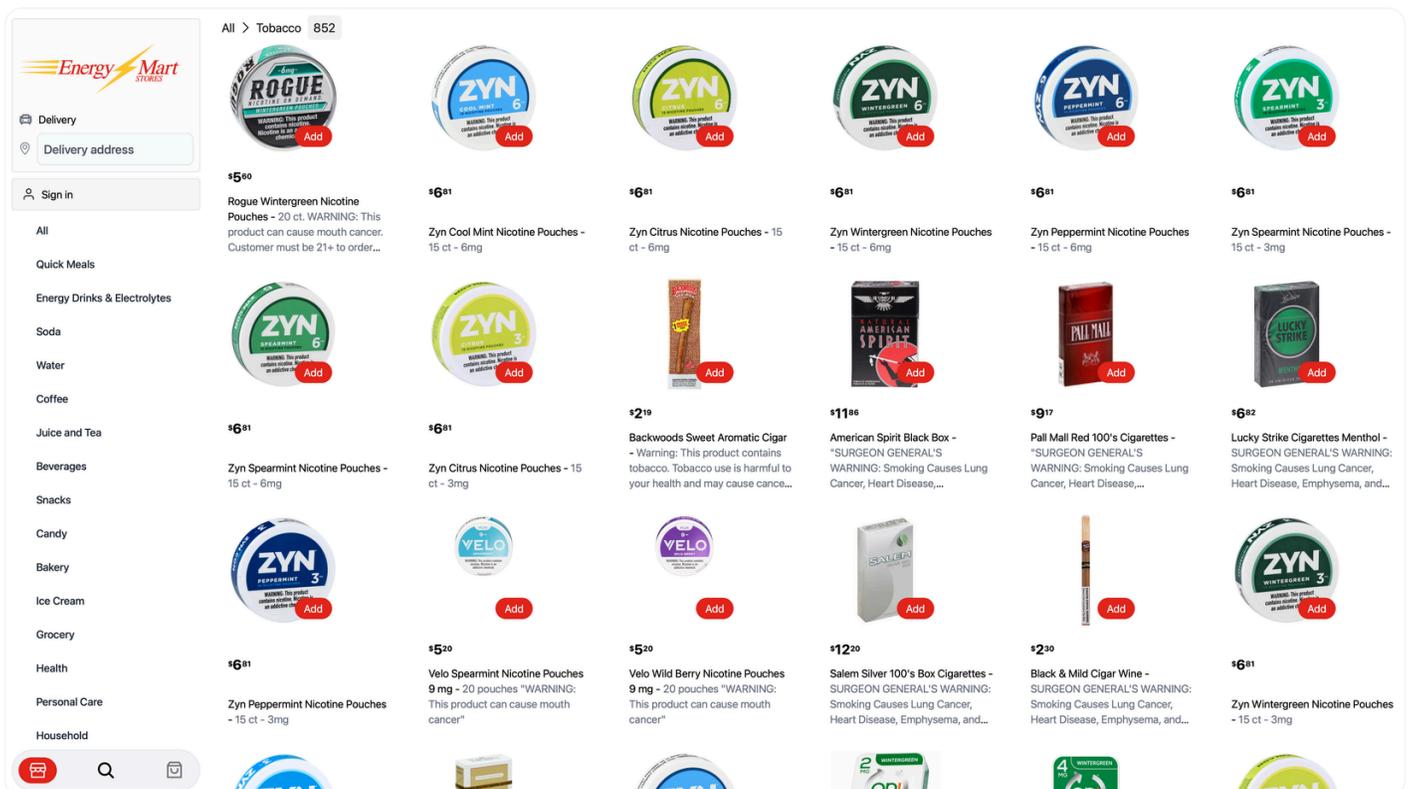


# First-Party Ordering for Tobacco & Nicotine (Lula Direct)

First-party ordering through a retailer's own website or mobile app gives convenience stores more control over how tobacco and nicotine products are sold online. It also introduces more responsibility. Unlike third-party marketplaces, there is no platform layer acting as a gatekeeper for product eligibility, checkout controls, or delivery workflows. Everything must be designed intentionally.

For many retailers, first-party ordering is the preferred channel for nicotine products because it allows greater flexibility in product selection, pricing, and customer experience. When done correctly, it can also provide stronger compliance than marketplaces by keeping all controls within the retailer's operational environment.



An example first-party storefront from Energy Mart hosted with Lula Direct