

## **Liquid Barcodes Achieves Tier 3 Compliance for Altria Digital Trade Program Empowering Retailers to Offer Robust Tobacco Loyalty Offers**

*Retailers can stay ahead with Liquid Barcodes' fully qualified, ready-to-deploy loyalty platform*

**FAIRFAX, VA — November 25, 2025** — Liquid Barcodes, the leading global loyalty platform for convenience stores, is proud to announce its Tier 3 compliance for the Altria Group Distribution Company (AGDC) Digital Trade Program (DTP). This milestone signifies that retailers partnering with Liquid Barcodes are fully aligned with Altria's evolving digital trade standards and are positioned to benefit from smarter data, stronger shopper engagement, and a clear path to Tier 4 readiness ahead of 2026.

The Digital Trade Program represents the next phase in Altria's modernization of tobacco retail programs, setting standards for data accuracy, compliance, and digital engagement. Tier 3 compliance confirms that Liquid Barcodes technologies seamlessly support these requirements, helping retailer partners maintain eligibility while also unlocking new opportunities for consumer connection.

“Achieving Tier 3 compliance demonstrates our commitment to both compliance excellence and retailer success,” said Mats Danielsen, CEO of Liquid Barcodes. “Our platform goes beyond the technical requirements of Tier 3, it transforms compliance into a driver of loyalty, engagement, and long-term growth for retailers. Because Liquid Barcodes provides a Tier 3-compliant, complete loyalty platform, our retail customers are automatically compliant.”

### **What Tier 3 Compliance Means for Retailers**

By achieving Tier 3 compliance, Liquid Barcodes ensures retailers can:

- Stay compliant with Altria's 2026 DTP requirements, avoiding disruption to trade program benefits.
- Access actionable scan-data insights that help optimize pricing, product mix, and promotion performance.
- Engage customers instantly through mobile rewards, tobacco product digital coupons, and gamified experiences all while staying compliant.
- Prepare seamlessly for Tier 4, building on existing data flows and loyalty integrations without needing a future platform overhaul.

“Compliance is mandatory, but winning customer loyalty is optional and Liquid Barcodes is the industry-leading, full-service loyalty platform for convenience stores with the capability to achieve the customer’s ultimate loyalty,” says Saurabh Swarup, general manager for North America for Liquid Barcodes.

Liquid Barcodes continues to expand its platform capabilities to align with the full Altria DTP roadmap, ensuring customers remain future-ready as industry requirements advance toward Tier 4 in 2026.

### **About Liquid Barcodes**

Liquid Barcodes is the leading loyalty platform for convenience retailers. Unlike other solutions, ours has been designed from the ground up to retain member engagement and activity. Every aspect, from the fundamental system architecture to the small details that make our loyalty apps such a joy to use, is crafted to ensure a highly personalized, gamified experience.

Our loyalty programs are so engaging and visually appealing that members remain active over time, making us better than any other solution at retaining your members’ attention. Increased attention translates into increased impact. Ultimately, these differences will make your loyalty program a more powerful and effective tool when you work on increasing basket size and visit frequency.

Learn more about Liquid Barcodes at [liquidbarcodes.com](https://liquidbarcodes.com).

### **For more information, contact:**

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