Every retailer intending to sell cigarettes and/or tobacco products in California must apply, obtain and display a cigarette/tobacco license issued by the California Department of Tax and Fee Administration (CDTFA).

**Have you already been issued a State Cigarette and Tobacco License?**

- **NO**
  - **Step #1** Apply for a license using the CDTFA website at www.cdtfa.ca.gov or you may call (800) 400-7115. Pay all licensing fees. Application may take 7-10 days to process. Upon approval, license and related information will be emailed to you.

- **YES**
  - **Step #2** To legally sell tobacco products in the unincorporated areas of the county and within the city limits of Carmel, Monterey, and Salinas, you will also need a valid State tobacco license and a County tobacco license.
    - **Is your tobacco retail location in one of these areas?**
      - **YES**
        - **Step #3** Please contact the Tobacco Control Program at (831) 755-4382, or email: estradaa1@co.monterey.ca.us for a Local Tobacco Retailer License application.
          - How much is the license?
            - For July 1, 2018 to June 30, 2019, the annual license fee cost is $331.

  - **Step #4** You now have all the required permits to be a responsible tobacco retailer in Monterey County.
    1. Display a STAKE sign near the point of purchase.
    2. Prominently display your license/s.
1) STAKE Act age of sale warning sign - You are required to post at each point of purchase, in an area where both inspector and customer can see it.

2) Both State and TRL Licenses (where applicable), need to be prominently displayed in an area where both inspector and customer can see it.