



TOBACCO RETAIL LICENSE APPLICATION

City Manager's Office

10890 San Pablo Avenue, El Cerrito, CA 94530

(510) 215-4318 | wprovost@elcerrito.gov

Application No: _____

Date Received: _____

2026 APPLICATION

(\$679) add \$67.90 after July 31, 2026

add \$203.70 after August 31, 2026

add \$339.50 after September 30, 2026

add \$475.30 after October 31, 2026

add \$611.10 after November 30, 2026

add \$679 after December 31, 2026

If submitting by mail, please send to:

City of El Cerrito, Tobacco Retailers License

C/O Will Provost

10890 San Pablo Avenue

El Cerrito, CA 94530

Applicant's Name: _____ Date: _____

Applicant's Address: _____

Business Name: _____

Location of Business (physical address): _____

Telephone Number: _____ Email: _____

State Tobacco Retailer License Number: _____ Date Issued: _____
(Issued by the CDTFA – must be current)

Property Owner/Landlord Name: _____

Property Owner/Landlord Address: _____

Property Owner Telephone Number: _____ Email: _____

Please read [El Cerrito Municipal Code Chapter 6.100](#) for a list of all Tobacco Retailer License Program requirements. Requirements include:

- Employees selling Tobacco must be age 21 or older
- Tobacco products (including e-cigarettes) may not be used on premises
- Employees must check ID for all tobacco customers who appear to be under the age of 27
- **Store display area shall be limited to 20% for any tobacco products and paraphernalia**
- **No more than 50% of gross receipts shall be from the sale of tobacco products/paraphernalia**
- Self-Service Displays for Tobacco Products or paraphernalia is prohibited
- The sale of Flavored Tobacco Products (other than cigarettes) is prohibited

	Yes	No
In the past 5 years, have you been found in violation of three or more local, state, and/or federal laws regarding sales, advertising or display of tobacco products, electronic smoking devices, imitation tobacco products and/or smoking paraphernalia? If yes, explain on an attached paper.	☐	☐
New Applicants Only: The program prohibits new stores and stores that are sold after 1/1/26 to be located within 500' feet of public and private schools, the public library, parks, etc. It also prohibits new or relocated stores from being within 1,000' feet of another tobacco retail establishment. Will your business operate within 500' feet of a school or youth-populated area or within 1,000' feet of another licensed tobacco retail establishment?	☐	☐

I have read and understood Chapter 6.100 of the El Cerrito Municipal Code, "Tobacco Retailer License Program" and believe, to the best of my knowledge, that my business will not violate any portion of that Chapter. Further, I certify that my answers to the foregoing questions are accurate and correct.

Applicant's Signature: _____ Date: _____

FOR OFFICE USE: The proposed Tobacco Retailer License is approved with the conditions/exceptions listed below:

Zoning Administrator: _____ Date: _____