

Importance of a Local Tobacco Retail License

What is a Local Tobacco Retail License (TRL)?

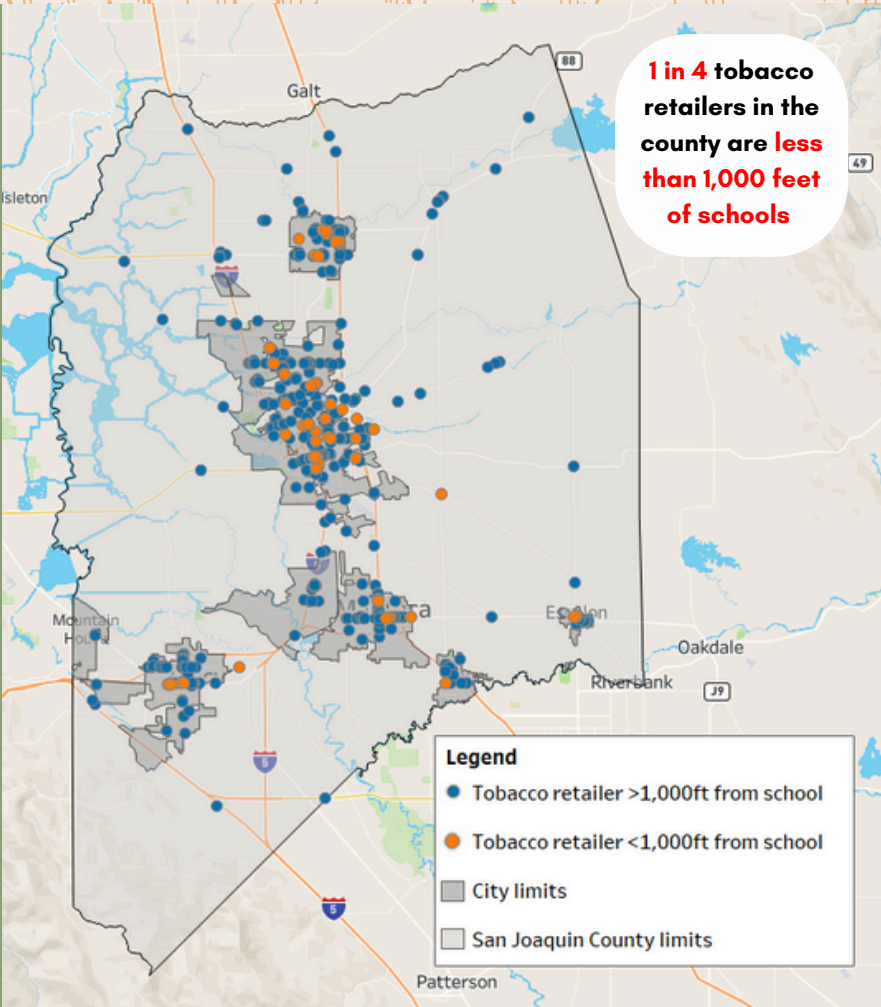
A TRL is a permit* that allows retailers to sell tobacco under state and local guidelines.

What would a local TRL do?

The local authority in San Joaquin County, rather than the state, would have better control over how and where tobacco can be sold in the area.

New tobacco shops could be restricted from opening near schools and other youth sensitive areas, without affecting existing retailers.

It would ensure fair competition for all retailers to legally sell tobacco, preventing an advantage for illegal sellers and prohibiting unfair competition.



The map of San Joaquin County shows the amount of Tobacco retailers that are both within a 1,000 ft and more than 1,000 ft from a school. **In San Joaquin County, there are 285 schools, 70 tobacco retailers are less than a 1,000 ft from a school and 383 tobacco retailers are more than 1,000 ft from a school.** (California Department of Tax and Fee Administration, 06/16/2025)

To learn more about TRLs scan the QR code



Want to make a change in your community?

Join our Coalition for Tobacco-Free San Joaquin today!



*In California, a Tobacco Retail License from the state is mandatory for all stores selling tobacco products. Nonetheless, obtaining a local Tobacco Retail License enables stronger enforcement measures and helps prevent stores from violating the law.