

LIQUOR LICENSES BY THE NUMBERS

432,858

POPULATION OF MONTEREY COUNTY IN 2022

984

TOTAL ACTIVE RETAIL **ON-PREMISES LIQUOR LICENSES**
IN MONTEREY COUNTY, AS OF MARCH 2023

These include:

402

RESTAURANT/BAR,
BEER AND WINE ONLY

234

RESTAURANT/BAR,
FULL LIQUOR

2019

THE LAST TIME A **NEW**
LIQUOR LICENSE WAS
GRANTED TO MONTEREY
COUNTY (ONE TYPE 47,
ONE TYPE 48)

\$17,335

APPLICATION FEE FOR
A NEWLY ISSUED TYPE
47 LICENSE FROM THE
STATE ABC

\$160,000

PRICE RECENTLY PAID ON THE SECONDARY MARKET
FOR A TYPE 47 LICENSE

*Sources: U.S. Census Bureau; California Department
of Alcoholic Beverage Control (ABC)*