

Thirst for liquor licenses in Placer County

Mark Anderson, Sacramento Business Journal

The imbalance in supply and demand for liquor licenses in Placer County continues leaning toward the demand side “but it’s getting better.

California Alcohol Beverage Control recently held its 2009 lottery for new licenses. There are still more people seeking them than there are new licenses available in Placer County.

The state gets \$12,000 for a newly minted liquor license. If a restaurant or store wants to get one from an existing business, the price is quite a bit more.

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