



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Juana Marine-Lombard



0.01

10.8

0.03

0.01

0.06

Friday, October 12, 2018	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																	
<b>MARLBORO MAINLINE GREEN PACKINGS</b>																	
MARLBORO BOX & 100'S MENTHOL BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
MENTHOL SOFT PACK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
GOLD BOX & 100'S MENTHOL BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
GOLD SOFT PACK & 100'S MENTHOL SOFT PACK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
SILVER BOX & 100'S MENTHOL BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
MENTHOL RICH BLUE BOX & 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
BLUE BOX & 100'S MENTHOL BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
SKYLINE & 100'S MENTHOL BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
SMOOTH BOX & 100'S MENTHOL BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$6.00	\$52.75	\$5.28
MENTHOL ICE BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$16.00	\$42.75	\$4.28
<b>MARLBORO MAINLINE RED PACKINGS</b>																	
MARLBORO BOX & 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.00	\$54.87	\$5.49
MARLBORO SOFT PACK & 100'S SOFT PACK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.00	\$54.87	\$5.49
MARLBORO BOX 5PK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.00	\$54.87	\$5.49
MARLBORO BOX 25'S	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.00	\$54.87	\$5.49
MARLBORO 83'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.00	\$54.87	\$5.49
RED LABEL BOX & 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.00	\$54.87	\$5.49
RED LABEL SOFT PACK & 100'S SOFT PACK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.00	\$54.87	\$5.49
<b>MARLBORO MAINLINE GOLD PACKINGS</b>																	
GOLD BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$4.00	\$60.87	\$6.09
GOLD 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$4.00	\$60.87	\$6.09
GOLD SOFT PACK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$4.00	\$60.87	\$6.09
GOLD 100'S SOFT PACK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$4.00	\$60.87	\$6.09
GOLD BOX 5PK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$4.00	\$60.87	\$6.09
GOLD BOX 25'S	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$4.00	\$60.87	\$6.09
<b>MARLBORO SPECIAL PRICE PROMOTED PACKINGS</b>																	
SPECIAL BLEND BOX & 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$20.50	\$44.37	\$4.44
MENTHOL BLACK SPECIAL BLEND BOX & 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$20.50	\$44.37	\$4.44
MARLBORO NXT BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$20.50	\$44.37	\$4.44
EDGE BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$20.50	\$44.37	\$4.44
MIDNIGHT MENTHOL BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$20.50	\$44.37	\$4.44
MENTHOL SLATE BOX & 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$20.50	\$44.37	\$4.44
<b>MARLBORO SPECIAL BLEND PACKINGS</b>																	
SPECIAL SELECT (RED PACK) BOX & 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$19.10	\$45.77	\$4.58
SPECIAL SELECT (GOLD PACK) BOX & 100'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$19.10	\$45.77	\$4.58
MENTHOL SPECIAL BLEND (GREEN PACK) BOX & 100'S	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$19.10	\$45.77	\$4.58
<b>MARLBORO 72'S</b>																	
72'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$13.00	\$51.87	\$5.19
72'S GOLD PACK BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$13.00	\$51.87	\$5.19
72'S SILVER PACK BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$13.00	\$51.87	\$5.19
72'S GREEN PACK BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$13.00	\$51.87	\$5.19
72'S BLUE PACK BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$13.00	\$51.87	\$5.19
BLACK MENTHOL 72'S BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$13.00	\$51.87	\$5.19
BLEND NO. 54	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87		\$64.87	\$6.49
BLEND NO. 27	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$2.00	\$62.87	\$6.29
SOUTHERN CUT	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$2.00	\$62.87	\$6.29
VIRGINIA BLEND	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87		\$64.87	\$6.49
MERIT	\$62.10		\$0.63	\$62.73	\$10.80	\$73.53	\$2.21	\$75.74	\$75.74		\$0.76	\$76.50	\$4.5898	\$81.09		\$81.09	\$8.11
PARLIAMENT	\$51.74		\$0.52	\$52.26	\$10.80	\$63.06	\$1.89	\$64.95	\$64.95		\$0.65	\$65.60	\$3.9361	\$69.54		\$69.54	\$6.95
PLAYER'S	\$62.10		\$0.63	\$62.73	\$10.80	\$73.53	\$2.21	\$75.74	\$75.74		\$0.76	\$76.50	\$4.5898	\$81.09		\$81.09	\$8.11
SARATOGA	\$62.10		\$0.63	\$62.73	\$10.80	\$73.53	\$2.21	\$75.74	\$75.74		\$0.76	\$76.50	\$4.5898	\$81.09		\$81.09	\$8.11
VIRGINIA SLIMS	\$51.74		\$0.52	\$52.26	\$10.80	\$63.06	\$1.89	\$64.95	\$64.95		\$0.65	\$65.60	\$3.9361	\$69.54		\$69.54	\$6.95



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Juana Marine-Lombard



0.01

10.8

0.03

0.01

0.06

Friday, October 12, 2018	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
<b>10 Packs per Carton</b>																
BASIC	\$50.94		\$0.51	\$51.45	\$10.80	\$62.25	\$1.87	\$64.12	\$64.12		\$0.65	\$64.77	\$3.8861	\$68.65	\$68.65	\$6.87
BENSON & HEDGES	\$62.10		\$0.63	\$62.73	\$10.80	\$73.53	\$2.21	\$75.74	\$75.74		\$0.76	\$76.50	\$4.5898	\$81.09	\$81.09	\$8.11
BENSON & HEDGES KING SIZE	\$63.45		\$0.64	\$64.09	\$10.80	\$74.89	\$2.25	\$77.14	\$77.14		\$0.78	\$77.92	\$4.6750	\$82.59	\$82.59	\$8.26
BENSON & HEDGES GREEN	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.00	\$54.87
CAMBRIDGE	\$57.53		\$0.58	\$58.11	\$10.80	\$68.91	\$2.07	\$70.98	\$70.98		\$0.71	\$71.69	\$4.3012	\$75.99	\$75.99	\$7.60
CHESTERFIELD	\$56.20		\$0.57	\$56.77	\$10.80	\$67.57	\$2.03	\$69.60	\$69.60		\$0.70	\$70.30	\$4.2178	\$74.51	\$74.51	\$7.45
COMMANDER	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56	\$68.56		\$0.69	\$69.25	\$4.1548	\$73.40	\$73.40	\$7.34
DAVE'S	\$47.94		\$0.48	\$48.42	\$10.80	\$59.22	\$1.78	\$61.00	\$61.00		\$0.61	\$61.61	\$3.6964	\$65.30	\$65.30	\$6.53
ENGLISH OVALS	\$61.55		\$0.62	\$62.17	\$10.80	\$72.97	\$2.19	\$75.16	\$75.16		\$0.76	\$75.92	\$4.5551	\$80.47	\$80.47	\$8.05
LARK	\$62.10		\$0.63	\$62.73	\$10.80	\$73.53	\$2.21	\$75.74	\$75.74		\$0.76	\$76.50	\$4.5898	\$81.09	\$81.09	\$8.11
L&M	\$43.54		\$0.44	\$43.98	\$10.80	\$54.78	\$1.64	\$56.42	\$56.42		\$0.57	\$56.99	\$3.4196	\$60.41	\$9.00	\$51.41
CAMEL REGULAR NF	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
CAMEL MENTHOL	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$5.40	\$59.47
CAMEL MENTHOL SILVER	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$5.40	\$59.47
CAMEL CRUSH	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$5.40	\$59.47
CAMEL BALANCE	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$2.50	\$62.37
CAMEL GOLD KING/GOLD 100	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.80	\$54.07
CAMEL JADE KING	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.80	\$54.07
CAMEL JADE SILVER KING/JSK 100	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.80	\$54.07
CAMEL BLUE KING BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$5.40	\$59.47
CAMEL BLUE KING SOFT PACK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$2.50	\$62.37
CAMEL BLUE 99s	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$5.40	\$59.47
CAMEL ROYAL KING	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.80	\$54.07
CAMEL SILVER KING	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$10.80	\$54.07
CAMEL FILTER KING BOX	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$5.40	\$59.47
CAMEL FILTER KING SOFT PACK	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$2.50	\$62.37
CAMEL FILTER 99s	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$5.40	\$59.47
CAPRI	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
CARLTON	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
DORAL	\$50.94		\$0.51	\$51.45	\$10.80	\$62.25	\$1.87	\$64.12	\$64.12		\$0.65	\$64.77	\$3.8861	\$68.65	\$68.65	\$6.87
DUNHILL	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
ECLIPSE	\$60.78		\$0.61	\$61.39	\$10.80	\$72.19	\$2.17	\$74.36	\$74.36		\$0.75	\$75.11	\$4.5063	\$79.61	\$79.61	\$7.96
GPC	\$50.94		\$0.51	\$51.45	\$10.80	\$62.25	\$1.87	\$64.12	\$64.12		\$0.65	\$64.77	\$3.8861	\$68.65	\$68.65	\$6.87
KAMEL RED	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$64.87	\$6.49
KOOL	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$8.80	\$56.07
LUCKY STRIKE	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
MISTY	\$45.22		\$0.46	\$45.68	\$10.80	\$56.48	\$1.69	\$58.17	\$58.17		\$0.59	\$58.76	\$3.5259	\$62.29	\$62.29	\$6.23
MONARCH	\$50.94		\$0.51	\$51.45	\$10.80	\$62.25	\$1.87	\$64.12	\$64.12		\$0.65	\$64.77	\$3.8861	\$68.65	\$68.65	\$6.87
MORE	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
NOW	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
PALL MALL NON FILTER & GOLD FILTER 100S	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
PALL MALL (ALL STYLES EXCEPT NON-FILTER & GOLD FILTER 100S)	\$43.54		\$0.44	\$43.98	\$10.80	\$54.78	\$1.64	\$56.42	\$56.42		\$0.57	\$56.99	\$3.4196	\$60.41	\$12.50	\$47.91
SALEM	\$48.54		\$0.49	\$49.03	\$10.80	\$59.83	\$1.79	\$61.62	\$61.62		\$0.62	\$62.24	\$3.7347	\$65.98	\$65.98	\$6.60
STATE EXPRESS 555	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
TAREYTON	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
VANTAGE	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07	\$84.07	\$8.41
WINSTON	\$47.54		\$0.48	\$48.02	\$10.80	\$58.82	\$1.76	\$60.58	\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$9.80	\$55.07
NATURAL AMERICAN SPIRIT	\$51.34		\$0.52	\$51.86	\$10.80	\$62.66	\$1.88	\$64.54	\$64.54		\$0.65	\$65.19	\$3.9114	\$69.10	\$69.10	\$6.91
NEWPORT MENTHOL	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$65.05		\$0.66	\$65.71	\$3.9429	\$69.66	\$8.80	\$60.86
NEWPORT MENTHOL GOLD	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$65.05		\$0.66	\$65.71	\$3.9429	\$69.66	\$8.80	\$60.86
NEWPORT MENTHOL BLUE	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$65.05		\$0.66	\$65.71	\$3.9429	\$69.66	\$8.80	\$60.86
NEWPORT MENTHOL PLATINUM BLUE KING BOX	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$65.05		\$0.66	\$65.71	\$3.9429	\$69.66	\$16.80	\$52.86



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Juana Marine-Lombard



0.01

10.8

0.03

0.01

0.06

Friday, October 12, 2018	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
<b>10 Packs per Carton</b>																	
NEWPORT MENTHOL PLATINUM BLUE 100s BOX	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$65.05		\$0.66	\$65.71	\$3.9429	\$69.66	\$16.80	\$52.86	\$5.29
NEWPORT MENTHOL PLATINUM KING BOX	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$65.05		\$0.66	\$65.71	\$3.9429	\$69.66	\$26.80	\$42.86	\$4.29
NEWPORT MENTHOL PLATINUM 100s BOX	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$65.05		\$0.66	\$65.71	\$3.9429	\$69.66	\$26.80	\$42.86	\$4.29
NEWPORT MENTHOL SMOOTH SELECT	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$65.05		\$0.66	\$65.71	\$3.9429	\$69.66	\$16.80	\$52.86	\$5.29
NEWPORT NON-MENTHOL	\$51.84		\$0.52	\$52.36	\$10.80	\$63.16	\$1.89	\$65.05	\$50.65	\$14.40	\$0.51	\$51.16	\$3.0699	\$54.23	\$2.50	\$51.73	\$5.17
KENT & KENT Golden & III	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07		\$84.07	\$8.41
MAVERICK	\$35.19		\$0.36	\$35.55	\$10.80	\$46.35	\$1.39	\$47.74	\$47.74		\$0.48	\$48.22	\$2.8932	\$51.11	\$1.00	\$50.11	\$5.01
OLD GOLD	\$50.94		\$0.51	\$51.45	\$10.80	\$62.25	\$1.87	\$64.12	\$64.12		\$0.65	\$64.77	\$3.8861	\$68.65		\$68.65	\$6.87
TRUE	\$64.78		\$0.65	\$65.43	\$10.80	\$76.23	\$2.29	\$78.52	\$78.52		\$0.79	\$79.31	\$4.7584	\$84.07		\$84.07	\$8.41
EVE	\$41.49		\$0.42	\$41.91	\$10.80	\$52.71	\$1.58	\$54.29	\$54.29		\$0.55	\$54.84	\$3.2905	\$58.13	\$2.00	\$56.13	\$5.61
GRAND PRIX	\$36.09		\$0.37	\$36.46	\$10.80	\$47.26	\$1.42	\$48.68	\$48.68		\$0.49	\$49.17	\$2.9501	\$52.12	\$2.00	\$50.12	\$5.01
LIGGETT SELECT	\$39.04		\$0.40	\$39.44	\$10.80	\$50.24	\$1.51	\$51.75	\$51.75		\$0.52	\$52.27	\$3.1360	\$55.40	\$4.00	\$51.40	\$5.14
EAGLE 20'S	\$25.75		\$0.26	\$26.01	\$10.80	\$36.81	\$1.10	\$37.91	\$37.91		\$0.38	\$38.29	\$2.2977	\$40.59	\$4.75	\$35.84	\$3.58
PYRAMID	\$32.55		\$0.33	\$32.88	\$10.80	\$43.68	\$1.31	\$44.99	\$44.99		\$0.45	\$45.44	\$2.7264	\$48.17	\$1.00	\$47.17	\$4.72
USA	\$28.20		\$0.29	\$28.49	\$10.80	\$39.29	\$1.18	\$40.47	\$40.47		\$0.41	\$40.88	\$2.4527	\$43.33		\$43.33	\$4.33
Cube pricing is for 5 packs per Cube												\$0.00					
SELECT	\$51.34		\$0.52	\$51.86	\$10.80	\$62.66	\$1.88	\$64.54	\$64.54		\$0.65	\$65.19	\$3.9114	\$69.10	\$10.00	\$59.10	\$5.91
NEW YORK CUT	\$51.34		\$0.52	\$51.86	\$10.80	\$62.66	\$1.88	\$64.54	\$64.54		\$0.65	\$65.19	\$3.9114	\$69.10		\$69.10	\$6.91
BLACK & GOLD (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
FANTASIA (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
CIGARETTELLOS (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
HAVANA OVALS (CUBE) 5PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
HINT MENTHOL (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
MCD (ALL STYLES) (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
ORIGINALS (ALL STYLES)(CUBE)	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
USA GOLD BRANDS	\$38.05		\$0.39	\$38.44	\$10.80	\$49.24	\$1.48	\$50.72	\$50.72		\$0.51	\$51.23	\$3.0736	\$54.30		\$54.30	\$5.43
SONOMA BRANDS	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43	\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$16.00	\$34.79	\$3.48
RAVE BRANDS	\$32.04		\$0.33	\$32.37	\$10.80	\$43.17	\$1.30	\$44.47	\$44.47		\$0.45	\$44.92	\$2.6949	\$47.61		\$47.61	\$4.76
MONTCLAIR BRANDS	\$26.15		\$0.27	\$26.42	\$10.80	\$37.22	\$1.12	\$38.34	\$38.34		\$0.39	\$38.73	\$2.3236	\$41.05	\$9.50	\$31.55	\$3.16
FORTUNA BRANDS	\$32.04		\$0.33	\$32.37	\$10.80	\$43.17	\$1.30	\$44.47	\$44.47		\$0.45	\$44.92	\$2.6949	\$47.61		\$47.61	\$4.76
CROWNS BRANDS	\$28.05		\$0.29	\$28.34	\$10.80	\$39.14	\$1.17	\$40.31	\$40.31		\$0.41	\$40.72	\$2.4435	\$43.17	\$2.60	\$40.57	\$4.06
ECHO BRANDS	\$28.40		\$0.29	\$28.69	\$10.80	\$39.49	\$1.18	\$40.67	\$40.67		\$0.41	\$41.08	\$2.4651	\$43.55		\$43.55	\$4.35
EDGEFIELD	\$18.95		\$0.19	\$19.14	\$10.80	\$29.94	\$0.90	\$30.84	\$30.84		\$0.31	\$31.15	\$1.8689	\$33.02		\$33.02	\$3.30
BERLEY	\$17.95		\$0.18	\$18.13	\$10.80	\$28.93	\$0.87	\$29.80	\$29.80		\$0.30	\$30.10	\$1.8059	\$31.90		\$31.90	\$3.19
24/7	\$21.30		\$0.22	\$21.52	\$10.80	\$32.32	\$0.97	\$33.29	\$33.29		\$0.34	\$33.63	\$2.0178	\$35.65		\$35.65	\$3.56
ACE	\$21.79		\$0.22	\$22.01	\$10.80	\$32.81	\$0.98	\$33.79	\$33.79	\$0.50	\$0.34	\$33.63	\$2.0181	\$35.65	\$1.40	\$34.25	\$3.43
CHECKERS	\$20.59		\$0.21	\$20.80	\$10.80	\$31.60	\$0.95	\$32.55	\$32.55		\$0.33	\$32.88	\$1.9727	\$34.85		\$34.85	\$3.49
HI-VAL	\$20.09		\$0.21	\$20.30	\$10.80	\$31.10	\$0.93	\$32.03	\$32.03		\$0.33	\$32.36	\$1.9418	\$34.30		\$34.30	\$3.43
GOLD CREST	\$21.29		\$0.22	\$21.51	\$10.80	\$32.31	\$0.97	\$33.28	\$33.28	\$0.50	\$0.33	\$33.11	\$1.9866	\$35.10		\$35.10	\$3.51
WAVE	\$37.69		\$0.38	\$38.07	\$10.80	\$48.87	\$1.47	\$50.34	\$50.34		\$0.51	\$50.85	\$3.0508	\$53.90	\$14.30	\$39.60	\$3.96
WINGS	\$25.45		\$0.26	\$25.71	\$10.80	\$36.51	\$1.10	\$37.61	\$37.61		\$0.38	\$37.99	\$2.2791	\$40.26	\$8.00	\$32.26	\$3.23
EXPORT 'A'	\$50.40		\$0.51	\$50.91	\$10.80	\$61.71	\$1.85	\$63.56	\$63.56		\$0.64	\$64.20	\$3.8521	\$68.05		\$68.05	\$6.81
LD	\$22.75		\$0.23	\$22.98	\$10.80	\$33.78	\$1.01	\$34.79	\$34.79		\$0.35	\$35.14	\$2.1086	\$37.25	\$11.50	\$25.75	\$2.58
CHEYENNE	\$21.37		\$0.22	\$21.59	\$10.80	\$32.39	\$0.97	\$33.36	\$33.36		\$0.34	\$33.70	\$2.0221	\$35.72		\$35.72	\$3.57
DECADE	\$20.81		\$0.21	\$21.02	\$10.80	\$31.82	\$0.95	\$32.77	\$32.77		\$0.33	\$33.10	\$1.9863	\$35.09		\$35.09	\$3.51
AURA	\$29.99		\$0.30	\$30.29	\$10.80	\$41.09	\$1.23	\$42.32	\$42.32	\$5.00	\$0.38	\$37.70	\$2.2622	\$39.96		\$39.96	\$4.00
SENECA 120'S	\$25.49		\$0.26	\$25.75	\$10.80	\$36.55	\$1.10	\$37.65	\$37.65	\$2.25	\$0.36	\$35.76	\$2.1454	\$37.90		\$37.90	\$3.79
SENECA	\$22.99		\$0.23	\$23.22	\$10.80	\$34.02	\$1.02	\$35.04	\$35.04	\$2.41	\$0.33	\$32.96	\$1.9776	\$34.94		\$34.94	\$3.49
COUTURE	\$23.70		\$0.24	\$23.94	\$10.80	\$34.74	\$1.04	\$35.78	\$35.78	\$2.00	\$0.34	\$34.12	\$2.0473	\$36.17		\$36.17	\$3.62



**Louisiana Office of Alcohol and Tobacco Control**  
**Commissioner Juana Marine-Lombard**



0.01

10.8

0.03

0.01

0.06

Friday, October 12, 2018	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business		LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																			
1ST CLASS	\$26.15		\$0.27	\$26.42	\$10.80	\$37.22	\$1.12	\$38.34	\$3.00	\$35.34		\$0.36	\$35.70	\$2.1418	\$37.84		\$37.84	\$3.78	
1839	\$25.85		\$0.26	\$26.11	\$10.80	\$36.91	\$1.11	\$38.02		\$38.02		\$0.39	\$38.41	\$2.3044	\$40.71	\$3.50	\$37.21	\$3.72	
SHIELD	\$26.15		\$0.27	\$26.42	\$10.80	\$37.22	\$1.12	\$38.34	\$1.00	\$37.34		\$0.38	\$37.72	\$2.2630	\$39.98		\$39.98	\$4.00	
TRAFFIC	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$3.95	\$33.13		\$0.34	\$33.47	\$2.0082	\$35.48		\$35.48	\$3.55	
ULTRA BUY	\$26.15		\$0.27	\$26.42	\$10.80	\$37.22	\$1.12	\$38.34	\$1.00	\$37.34		\$0.38	\$37.72	\$2.2630	\$39.98	\$3.45	\$36.53	\$3.65	
WILDHORSE	\$26.15		\$0.27	\$26.42	\$10.80	\$37.22	\$1.12	\$38.34	\$1.00	\$37.34		\$0.38	\$37.72	\$2.2630	\$39.98	\$2.00	\$37.98	\$3.80	
SMOKIN' JOES MARKET	\$22.00		\$0.22	\$22.22	\$10.80	\$33.02	\$0.99	\$34.01		\$34.01		\$0.35	\$34.36	\$2.0616	\$36.42		\$36.42	\$3.64	
CARNIVAL	\$21.60	\$0.10	\$0.22	\$21.72	\$10.80	\$32.52	\$0.98	\$33.50		\$33.50		\$0.34	\$33.84	\$2.0301	\$35.87		\$35.87	\$3.59	
TIMELESS TIME	\$20.40	\$0.10	\$0.21	\$20.51	\$10.80	\$31.31	\$0.94	\$32.25		\$32.25		\$0.33	\$32.58	\$1.9548	\$34.53		\$34.53	\$3.45	
SMK FRIENDLY BRANDS	\$25.89		\$0.26	\$26.15	\$10.80	\$36.95	\$1.11	\$38.06		\$38.06		\$0.39	\$38.45	\$2.3069	\$40.76		\$40.76	\$4.08	
DOSAL 305	\$23.30		\$0.24	\$23.54	\$10.80	\$34.34	\$1.03	\$35.37		\$35.37		\$0.36	\$35.73	\$2.1438	\$37.87		\$37.14	\$3.71	