



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



		0.01		10.8		0.03				0.01		0.06							
Friday, December 02, 2016	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																			
BASIC	\$43.24		\$0.44	\$43.68	\$10.80	\$54.48	\$1.63	\$56.11		\$56.11		\$0.57	\$56.68	\$3.4011	\$60.09		\$60.09	\$6.01	
BENSON & HEDGES	\$54.40		\$0.55	\$54.95	\$10.80	\$65.75	\$1.97	\$67.72		\$67.72		\$0.68	\$68.40	\$4.1042	\$72.51		\$72.51	\$7.25	
BENSON & HEDGES KING SIZE	\$60.75		\$0.61	\$61.36	\$10.80	\$72.16	\$2.16	\$74.32		\$74.32		\$0.75	\$75.07	\$4.5045	\$79.58		\$79.58	\$7.96	
CAMBRIDGE	\$49.83		\$0.50	\$50.33	\$10.80	\$61.13	\$1.83	\$62.96		\$62.96		\$0.63	\$63.59	\$3.8156	\$67.41		\$67.41	\$6.74	
CHESTERFIELD	\$54.40		\$0.55	\$54.95	\$10.80	\$65.75	\$1.97	\$67.72		\$67.72		\$0.68	\$68.40	\$4.1042	\$72.51		\$72.51	\$7.25	
COMMANDER	\$54.40		\$0.55	\$54.95	\$10.80	\$65.75	\$1.97	\$67.72		\$67.72		\$0.68	\$68.40	\$4.1042	\$72.51		\$72.51	\$7.25	
DAVE'S	\$49.83		\$0.50	\$50.33	\$10.80	\$61.13	\$1.83	\$62.96		\$62.96		\$0.63	\$63.59	\$3.8156	\$67.41		\$67.41	\$6.74	
ENGLISH OVALS	\$60.75		\$0.61	\$61.36	\$10.80	\$72.16	\$2.16	\$74.32		\$74.32		\$0.75	\$75.07	\$4.5045	\$79.58		\$79.58	\$7.96	
LARK	\$54.40		\$0.55	\$54.95	\$10.80	\$65.75	\$1.97	\$67.72		\$67.72		\$0.68	\$68.40	\$4.1042	\$72.51		\$72.51	\$7.25	
L&M	\$39.84		\$0.40	\$40.24	\$10.80	\$51.04	\$1.53	\$52.57		\$52.57		\$0.53	\$53.10	\$3.1861	\$56.29	\$9.50	\$46.79	\$4.68	
MARLBORO MENTHOL MAINLINE																			
MENTHOL	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$4.00	\$46.03	\$4.60	
BLEND NO.54	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$4.00	\$56.74	\$5.67	
SKYLINE	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$4.00	\$56.74	\$5.67	
SMOOTH	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$7.00	\$43.03	\$4.30	
GOLD	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$4.00	\$46.03	\$4.60	
SILVER	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$4.00	\$46.03	\$4.60	
RICH BLUE	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$4.00	\$46.03	\$4.60	
BLUE	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$4.00	\$46.03	\$4.60	
MARLBORO NON-MENTHOL MAINLINE																			
RED	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$4.00	\$56.74	\$5.67	
SILVER	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$4.00	\$56.74	\$5.67	
GOLD	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$4.00	\$56.74	\$5.67	
BLEND NO.27	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$7.00	\$43.03	\$4.30	
SKLINE	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$4.00	\$46.03	\$4.60	
RED LABEL	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$7.00	\$43.03	\$4.30	
SOUTHERN CUT	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$4.00	\$46.03	\$4.60	
VIRGINIA BLEND	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$4.00	\$56.74	\$5.67	
MARLBORO SPECIAL PRICE PROMOTED																			
SPECIAL BLEND (RED AND GOLD)	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$11.00	\$49.74	\$4.97	
BLACK	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$11.00	\$39.03	\$3.90	
NXT	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$7.50	\$49.23		\$0.50	\$49.73	\$2.9839	\$52.72	\$11.00	\$41.72	\$4.17	
EDGE	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$5.00	\$51.73		\$0.52	\$52.25	\$3.1351	\$55.39	\$11.00	\$44.39	\$4.44	
MIDNIGHT	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$11.00	\$39.03	\$3.90	
72'S	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$11.00	\$49.74	\$4.97	
SLATE	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73	\$10.00	\$46.73		\$0.47	\$47.20	\$2.8321	\$50.03	\$11.00	\$39.03	\$3.90	
MERIT	\$54.40		\$0.55	\$54.95	\$10.80	\$65.75	\$1.97	\$67.72		\$67.72		\$0.68	\$68.40	\$4.1042	\$72.51		\$72.51	\$7.25	
PARLIAMENT	\$47.14		\$0.48	\$47.62	\$10.80	\$58.42	\$1.75	\$60.17		\$60.17		\$0.61	\$60.78	\$3.6470	\$64.43		\$64.43	\$6.44	
PLAYER'S	\$54.40		\$0.55	\$54.95	\$10.80	\$65.75	\$1.97	\$67.72		\$67.72		\$0.68	\$68.40	\$4.1042	\$72.51		\$72.51	\$7.25	
SARATOGA	\$54.40		\$0.55	\$54.95	\$10.80	\$65.75	\$1.97	\$67.72		\$67.72		\$0.68	\$68.40	\$4.1042	\$72.51		\$72.51	\$7.25	
VIRGINIA SLIMS	\$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	



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		0.01		10.8		0.03					0.01		0.06					
Friday, December 02, 2016	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																		
CAMEL REGULAR NF	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
CAMEL MENTHOL	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$2.50	\$58.24	\$5.82
CAMEL MENTHOL SILVER	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$2.50	\$58.24	\$5.82
CAMEL CRUSH	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$2.50	\$58.24	\$5.82
CAMEL CRUSH BOLD	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$2.50	\$58.24	\$5.82
CAMEL CLASSICS	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$2.50	\$58.24	\$5.82
CAMEL GOLD KING/GOLD 100	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$10.00	\$50.74	\$5.07
CAMEL JADE SILVER KING/JSK 100	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$10.00	\$50.74	\$5.07
CAMEL ROYAL KING	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$10.00	\$50.74	\$5.07
CAMEL SILVER KING	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$10.00	\$50.74	\$5.07
CAPRI	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
CARLTON	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
DORAL	\$39.84		\$0.40	\$40.24	\$10.80	\$51.04	\$1.53	\$52.57		\$52.57		\$0.53	\$53.10	\$3.1861	\$56.29		\$56.29	\$5.63
DUNHILL	\$54.58		\$0.55	\$55.13	\$10.80	\$65.93	\$1.98	\$67.91		\$67.91		\$0.68	\$68.59	\$4.1153	\$72.70		\$72.70	\$7.27
ECLIPSE	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
GPC	\$43.42		\$0.44	\$43.86	\$10.80	\$54.66	\$1.64	\$56.30		\$56.30		\$0.57	\$56.87	\$3.4122	\$60.28		\$60.28	\$6.03
KAMEL RED	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$10.00	\$50.74	\$5.07
KOOL	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$9.00	\$51.74	\$5.17
LUCKY STRIKE	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
MISTY	\$37.52		\$0.38	\$37.90	\$10.80	\$48.70	\$1.46	\$50.16		\$50.16		\$0.51	\$50.67	\$3.0403	\$53.71		\$53.71	\$5.37
MONARCH	\$37.52		\$0.38	\$37.90	\$10.80	\$48.70	\$1.46	\$50.16		\$50.16		\$0.51	\$50.67	\$3.0403	\$53.71		\$53.71	\$5.37
MORE	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
NOW	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
PALL MALL NON FILTER	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
PALL MALL	\$39.84		\$0.40	\$40.24	\$10.80	\$51.04	\$1.53	\$52.57		\$52.57		\$0.53	\$53.10	\$3.1861	\$56.29	\$10.00	\$46.29	\$4.63
SALEM	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74		\$60.74	\$6.07
STATE EXPRESS 555	\$54.58		\$0.55	\$55.13	\$10.80	\$65.93	\$1.98	\$67.91		\$67.91		\$0.68	\$68.59	\$4.1153	\$72.70		\$72.70	\$7.27
TAREYTON	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
VANTAGE	\$57.08		\$0.58	\$57.66	\$10.80	\$68.46	\$2.05	\$70.51		\$70.51		\$0.71	\$71.22	\$4.2734	\$75.50		\$75.50	\$7.55
WINSTON	\$43.84		\$0.44	\$44.28	\$10.80	\$55.08	\$1.65	\$56.73		\$56.73		\$0.57	\$57.30	\$3.4381	\$60.74	\$11.50	\$49.24	\$4.92
NATURAL AMERICAN SPIRIT	\$47.64		\$0.48	\$48.12	\$10.80	\$58.92	\$1.77	\$60.69		\$60.69		\$0.61	\$61.30	\$3.6779	\$64.98		\$64.98	\$6.50
NEWPORT MENTHOL	\$48.14		\$0.49	\$48.63	\$10.80	\$59.43	\$1.78	\$61.21		\$61.21		\$0.62	\$61.83	\$3.7100	\$65.54	\$6.30	\$59.24	\$5.92
NEWPORT MENTHOL GOLD	\$48.14		\$0.49	\$48.63	\$10.80	\$59.43	\$1.78	\$61.21		\$61.21		\$0.62	\$61.83	\$3.7100	\$65.54	\$6.30	\$59.24	\$5.92
NEWPORT MENTHOL BLUE	\$48.14		\$0.49	\$48.63	\$10.80	\$59.43	\$1.78	\$61.21		\$61.21		\$0.62	\$61.83	\$3.7100	\$65.54	\$6.30	\$59.24	\$5.92
NEWPORT MENTHOL SMOOTH SELECT	\$48.14		\$0.49	\$48.63	\$10.80	\$59.43	\$1.78	\$61.21		\$61.21		\$0.62	\$61.83	\$3.7100	\$65.54	\$16.30	\$49.24	\$4.92
NEWPORT NON-MENTHOL	\$48.14		\$0.49	\$48.63	\$10.80	\$59.43	\$1.78	\$61.21	\$14.40	\$46.81		\$0.47	\$47.28	\$2.8370	\$50.12	\$2.50	\$47.62	\$4.76
KENT & KENT Golden & III	\$50.04		\$0.51	\$50.55	\$10.80	\$61.35	\$1.84	\$63.19		\$63.19		\$0.64	\$63.83	\$3.8298	\$67.66		\$67.66	\$6.77
MAVERICK	\$31.49		\$0.32	\$31.81	\$10.80	\$42.61	\$1.28	\$43.89		\$43.89		\$0.44	\$44.33	\$2.6597	\$46.99		\$46.99	\$4.70
OLD GOLD	\$34.64		\$0.35	\$34.99	\$10.80	\$45.79	\$1.37	\$47.16		\$47.16		\$0.48	\$47.64	\$2.8586	\$50.50		\$50.50	\$5.05
TRUE	\$50.04		\$0.51	\$50.55	\$10.80	\$61.35	\$1.84	\$63.19		\$63.19		\$0.64	\$63.83	\$3.8298	\$67.66		\$67.66	\$6.77



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			0.01		10.8		0.03				0.01		0.06					
Friday, December 02, 2016	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																		
EVE	\$37.79		\$0.38	\$38.17	\$10.80	\$48.97	\$1.47	\$50.44		\$50.44		\$0.51	\$50.95	\$3.0569	\$54.01	\$2.00	\$52.01	\$5.20
GRAND PRIX	\$32.39		\$0.33	\$32.72	\$10.80	\$43.52	\$1.31	\$44.83		\$44.83		\$0.45	\$45.28	\$2.7165	\$47.99	\$2.00	\$45.99	\$4.60
LIGGETT	\$34.54		\$0.35	\$34.89	\$10.80	\$45.69	\$1.37	\$47.06		\$47.06		\$0.48	\$47.54	\$2.8524	\$50.39	\$4.00	\$46.39	\$4.64
EAGLE 20'S	\$22.75		\$0.23	\$22.98	\$10.80	\$33.78	\$1.01	\$34.79		\$34.79		\$0.35	\$35.14	\$2.1086	\$37.25	\$3.75	\$33.50	\$3.35
PYRAMID	\$28.85		\$0.29	\$29.14	\$10.80	\$39.94	\$1.20	\$41.14		\$41.14		\$0.42	\$41.56	\$2.4935	\$44.05	\$1.00	\$43.05	\$4.31
USA	\$26.20		\$0.27	\$26.47	\$10.80	\$37.27	\$1.12	\$38.39		\$38.39		\$0.39	\$38.78	\$2.3267	\$41.10		\$41.10	\$4.11
Cube pricing is for 5 packs per Cube																		
NATURALS KING	\$44.20		\$0.45	\$44.65	\$10.80	\$55.45	\$1.66	\$57.11		\$57.11		\$0.58	\$57.69	\$3.4616	\$61.16	\$10.00	\$51.16	\$5.12
NEW YORK CUT	\$44.20		\$0.45	\$44.65	\$10.80	\$55.45	\$1.66	\$57.11		\$57.11		\$0.58	\$57.69	\$3.4616	\$61.16		\$61.16	\$6.12
BLACK & GOLD (CUBE) 5 PACKS	\$29.60		\$0.30	\$29.90	\$5.40	\$35.30	\$1.06	\$36.36		\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93		\$38.93	\$7.79
FANTASIA (CUBE) 5 PACKS	\$29.60		\$0.30	\$29.90	\$5.40	\$35.30	\$1.06	\$36.36		\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93		\$38.93	\$7.79
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$29.60		\$0.30	\$29.90	\$5.40	\$35.30	\$1.06	\$36.36		\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93		\$38.93	\$7.79
CIGARETTELLOS (CUBE) 5 PACKS	\$29.60		\$0.30	\$29.90	\$5.40	\$35.30	\$1.06	\$36.36		\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93		\$38.93	\$7.79
HAVANA OVALS (CUBE) 5PACKS	\$29.60		\$0.30	\$29.90	\$5.40	\$35.30	\$1.06	\$36.36		\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93		\$38.93	\$7.79
HINT MENTHOL (CUBE) 5 PACKS	\$29.60		\$0.30	\$29.90	\$5.40	\$35.30	\$1.06	\$36.36		\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93		\$38.93	\$7.79
MCD (ALL STYLES) (CUBE) 5 PACKS	\$29.60		\$0.30	\$29.90	\$5.40	\$35.30	\$1.06	\$36.36		\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93		\$38.93	\$7.79
NATURALS ORIGINALS (ALL STYLES)(CUBE)	\$29.60		\$0.30	\$29.90	\$5.40	\$35.30	\$1.06	\$36.36		\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93		\$38.93	\$7.79
USA GOLD BRANDS	\$34.35		\$0.35	\$34.70	\$10.80	\$45.50	\$1.37	\$46.87		\$46.87		\$0.47	\$47.34	\$2.8401	\$50.18		\$50.18	\$5.02
SONOMA BRANDS	\$32.20		\$0.33	\$32.53	\$10.80	\$43.33	\$1.30	\$44.63		\$44.63		\$0.45	\$45.08	\$2.7048	\$47.78		\$47.78	\$4.78
RAVE BRANDS	\$28.34		\$0.29	\$28.63	\$10.80	\$39.43	\$1.18	\$40.61		\$40.61		\$0.41	\$41.02	\$2.4614	\$43.48		\$43.48	\$4.35
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		\$41.05	\$4.11
MALIBU BRANDS	\$29.90		\$0.30	\$30.20	\$10.80	\$41.00	\$1.23	\$42.23		\$42.23		\$0.43	\$42.66	\$2.5596	\$45.22		\$45.22	\$4.52
FORTUNA BRANDS	\$28.34		\$0.29	\$28.63	\$10.80	\$39.43	\$1.18	\$40.61		\$40.61		\$0.41	\$41.02	\$2.4614	\$43.48		\$43.48	\$4.35
CROWNS BRANDS	\$26.25		\$0.27	\$26.52	\$10.80	\$37.32	\$1.12	\$38.44		\$38.44		\$0.39	\$38.83	\$2.3298	\$41.16	\$2.80	\$38.36	\$3.84
ECHO BRANDS	\$25.70		\$0.26	\$25.96	\$10.80	\$36.76	\$1.10	\$37.86		\$37.86		\$0.38	\$38.24	\$2.2946	\$40.54		\$40.54	\$4.05
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
ACE	\$19.79		\$0.20	\$19.99	\$10.80	\$30.79	\$0.92	\$31.71		\$31.71		\$0.32	\$32.03	\$1.9220	\$33.96		\$33.96	\$3.40
CHECKERS	\$19.79		\$0.20	\$19.99	\$10.80	\$30.79	\$0.92	\$31.71		\$31.71		\$0.32	\$32.03	\$1.9220	\$33.96		\$33.96	\$3.40
HI-VAL	\$19.29		\$0.20	\$19.49	\$10.80	\$30.29	\$0.91	\$31.20		\$31.20		\$0.32	\$31.52	\$1.8911	\$33.41		\$33.41	\$3.34
GOLD CREST	\$19.29		\$0.20	\$19.49	\$10.80	\$30.29	\$0.91	\$31.20		\$31.20		\$0.32	\$31.52	\$1.8911	\$33.41		\$33.41	\$3.34
WAVE	\$33.99		\$0.34	\$34.33	\$10.80	\$45.13	\$1.35	\$46.48	\$5.00	\$41.48		\$0.42	\$41.90	\$2.5142	\$44.42	\$22.60	\$21.82	\$2.18
WINGS	\$22.75		\$0.23	\$22.98	\$10.80	\$33.78	\$1.01	\$34.79		\$34.79		\$0.35	\$35.14	\$2.1086	\$37.25	\$8.75	\$28.50	\$2.85
EXPORT 'A'	\$46.70		\$0.47	\$47.17	\$10.80	\$57.97	\$1.74	\$59.71		\$59.71		\$0.60	\$60.31	\$3.6185	\$63.93	\$1.00	\$62.93	\$6.29
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	\$5.00	\$37.32		\$0.38	\$37.70	\$2.2622	\$39.96		\$39.96	\$4.00



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



			0.01	10.8	0.03						0.01	0.06					
Friday, December 02, 2016	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																	
SENECA	\$21.25		\$0.22	\$21.47	\$10.80	\$32.27	\$0.97	\$33.24	\$2.00	\$31.24	\$0.32	\$31.56	\$1.8935	\$33.45	\$33.45	\$3.35	
SENECA 120'S	\$24.95	\$2.70	\$0.23	\$22.48	\$10.80	\$33.28	\$1.00	\$34.28	\$2.00	\$32.28	\$0.33	\$32.61	\$1.9565	\$34.56	\$34.56	\$3.46	
COUTURE	\$23.70		\$0.24	\$23.94	\$10.80	\$34.74	\$1.04	\$35.78	\$2.00	\$33.78	\$0.34	\$34.12	\$2.0473	\$36.17	\$36.17	\$3.62	
KINGS	\$22.30	\$1.05	\$0.22	\$21.47	\$10.80	\$32.27	\$0.97	\$33.24		\$33.24	\$0.34	\$33.58	\$2.0147	\$35.59	\$35.59	\$3.56	
100'S	\$22.30	\$1.05	\$0.22	\$21.47	\$10.80	\$32.27	\$0.97	\$33.24		\$33.24	\$0.34	\$33.58	\$2.0147	\$35.59	\$35.59	\$3.56	
1ST CLASS	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$3.00	\$34.08	\$0.35	\$34.43	\$2.0658	\$36.50	\$36.50	\$3.65	
1839	\$24.65		\$0.25	\$24.90	\$10.80	\$35.70	\$1.07	\$36.77		\$36.77	\$0.37	\$37.14	\$2.2285	\$39.37	\$39.37	\$3.94	
SHIELD	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$1.00	\$36.08	\$0.37	\$36.45	\$2.1870	\$38.64	\$38.64	\$3.86	
TRAFFIC	\$23.55		\$0.24	\$23.79	\$10.80	\$34.59	\$1.04	\$35.63	\$3.95	\$31.68	\$0.32	\$32.00	\$1.9199	\$33.92	\$33.92	\$3.39	
ULTRA BUY	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$1.00	\$36.08	\$0.37	\$36.45	\$2.1870	\$38.64	\$2.00	\$36.64	\$3.66
WILDHORSE	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$1.00	\$36.08	\$0.37	\$36.45	\$2.1870	\$38.64	\$2.00	\$36.64	\$3.66
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	\$0.30	\$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	
TIMELESS TIME	\$20.40	\$0.30	\$0.21	\$20.31	\$10.80	\$31.11	\$0.93	\$32.04		\$32.04	\$0.33	\$32.37	\$1.9424	\$34.32	\$34.32	\$3.43	
SMK FRIENDLY BRANDS	\$24.82		\$0.25	\$25.07	\$10.80	\$35.87	\$1.08	\$36.95		\$36.95	\$0.37	\$37.32	\$2.2390	\$39.56	\$39.56	\$3.96	
RED SUN	\$46.15		\$0.47	\$46.62	\$10.80	\$57.42	\$1.72	\$59.14		\$59.14	\$0.60	\$59.74	\$3.5846	\$63.33	\$63.33	\$6.33	
DOSAL 305	\$15.70		\$0.16	\$15.86	\$10.80	\$26.66	\$0.80	\$27.46		\$27.46	\$0.28	\$27.74	\$1.6644	\$29.40	\$29.40	\$2.94	