



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



			0.01	10.8	0.03					0.01	0.06						
Friday, April 05, 2019	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 + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																	
MARLBORO MAINLINE GREEN PACKINGS																	
MARLBORO BOX & 100'S MENTHOL BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
MENTHOL SOFT PACK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
GOLD BOX & 100'S MENTHOL BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
GOLD SOFT PACK & 100'S MENTHOL SOFT PACK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
SILVER BOX & 100'S MENTHOL BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
MENTHOL RICH BLUE BOX & 100'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
BLUE BOX & 100'S MENTHOL BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
SKYLINE & 100'S MENTHOL BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
SMOOTH BOX & 100'S MENTHOL BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.50	\$60.59	\$6.06
MENTHOL ICE BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$15.50	\$50.59	\$5.06
MARLBORO MAINLINE RED PACKINGS																	
MARLBORO BOX & 100'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.00	\$61.09	\$6.11
MARLBORO SOFT PACK & 100'S SOFT PACK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.00	\$61.09	\$6.11
MARLBORO BOX 5PK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.00	\$61.09	\$6.11
MARLBORO BOX 25'S	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.00	\$61.09	\$6.11
MARLBORO 83'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.00	\$61.09	\$6.11
RED LABEL BOX & 100'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.00	\$61.09	\$6.11
RED LABEL SOFT PACK & 100'S SOFT PACK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$5.00	\$61.09	\$6.11
MARLBORO MAINLINE GOLD PACKINGS																	
GOLD BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$4.00	\$62.09	\$6.21
GOLD 100'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$4.00	\$62.09	\$6.21
GOLD SOFT PACK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$4.00	\$62.09	\$6.21
GOLD 100'S SOFT PACK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$4.00	\$62.09	\$6.21
GOLD BOX 5PK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$4.00	\$62.09	\$6.21
GOLD BOX 25'S	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$4.00	\$62.09	\$6.21
MARLBORO SPECIAL PRICE PROMOTED PACKINGS																	
NON-MENTHOL SPECIAL BLEND BOX & 100'S BOX (Black Special & 100)	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$9.00	\$57.09	\$5.71
MENTHOL BLACK SPECIAL BLEND BOX & 100'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$8.50	\$57.59	\$5.76
MARLBORO NXT BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$8.50	\$57.59	\$5.76
EDGE BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$9.00	\$57.09	\$5.71
MIDNIGHT MENTHOL BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$8.50	\$57.59	\$5.76
MENTHOL SLATE BOX & 100'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$8.50	\$57.59	\$5.76
MARLBORO SPECIAL BLEND PACKINGS																	
SPECIAL SELECT (RED PACK) BOX & 100'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.80	\$58.29	\$5.83
SPECIAL SELECT (GOLD PACK) BOX & 100'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.80	\$58.29	\$5.83
MARLBORO 72'S																	
72'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$10.50	\$55.59	\$5.56
72'S GOLD PACK BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$10.50	\$55.59	\$5.56
72'S SILVER PACK BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$10.50	\$55.59	\$5.56
72'S GREEN PACK BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$10.00	\$56.09	\$5.61
72'S BLUE PACK BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$10.00	\$56.09	\$5.61
BLACK MENTHOL 72'S BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$10.00	\$56.09	\$5.61
BLEND NO. 54	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09		\$66.09	\$6.61
BLEND NO. 27	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$2.00	\$64.09	\$6.41
SOUTHERN CUT	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$2.00	\$64.09	\$6.41
VIRGINIA BLEND	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09		\$66.09	\$6.61
MERIT	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
PARLIAMENT	\$53.34		\$0.54	\$53.88	\$10.80	\$64.68	\$1.94	\$66.62	\$66.62		\$0.67	\$67.29	\$4.0374	\$71.33		\$71.33	\$7.13
PLAYER'S	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
SARATOGA	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
VIRGINIA SLIMS	\$53.34		\$0.54	\$53.88	\$10.80	\$64.68	\$1.94	\$66.62	\$66.62		\$0.67	\$67.29	\$4.0374	\$71.33		\$71.33	\$7.13



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



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0.01

0.06

Friday, April 05, 2019	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	
10 Packs per Carton																	
BASIC	\$54.04		\$0.55	\$54.59	\$10.80	\$65.39	\$1.96	\$67.35	\$67.35		\$0.68	\$68.03	\$4.0819	\$72.11	\$72.11	\$7.21	
BENSON & HEDGES	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53	\$84.53	\$8.45	
BENSON & HEDGES KING SIZE	\$57.10		\$0.58	\$57.68	\$10.80	\$68.48	\$2.05	\$70.53	\$70.53		\$0.71	\$71.24	\$4.2747	\$75.52	\$75.52	\$7.55	
BENSON & HEDGES GREEN	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$10.00	\$56.09	\$5.61
CAMBRIDGE	\$60.63		\$0.61	\$61.24	\$10.80	\$72.04	\$2.16	\$74.20	\$74.20		\$0.75	\$74.95	\$4.4971	\$79.45	\$79.45	\$7.94	
CHESTERFIELD	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$61.64	\$6.16	
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	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53	\$84.53	\$8.45	
L&M	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$9.00	\$52.64	\$5.26
CAMEL REGULAR NF	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
CAMEL MENTHOL/CLASSIC MENTHOL	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL MENTHOL SILVER	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL CRUSH	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL GOLD KING	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL JADE KING	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL JADE SILVER KING	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL BLUE KING BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL BLUE KING CLASSIC	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL BLUE 99s/CLASSIC BLUE 99s	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL ROYAL KING	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL SILVER KING	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL FILTER KING BOX/CLASSIC FILTER KING BOX	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAMEL FILTER KING SOFT PACK	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09		\$66.09	\$6.61
CAMEL FILTER 99s	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$7.90	\$58.19	\$5.82
CAPRI	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
CARLTON	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
DORAL	\$54.04		\$0.55	\$54.59	\$10.80	\$65.39	\$1.96	\$67.35	\$67.35		\$0.68	\$68.03	\$4.0819	\$72.11		\$72.11	\$7.21
DUNHILL	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
ECLIPSE	\$61.88		\$0.62	\$62.50	\$10.80	\$73.30	\$2.20	\$75.50	\$75.50		\$0.76	\$76.26	\$4.5755	\$80.83		\$80.83	\$8.08
GPC	\$54.04		\$0.55	\$54.59	\$10.80	\$65.39	\$1.96	\$67.35	\$67.35		\$0.68	\$68.03	\$4.0819	\$72.11		\$72.11	\$7.21
KAMEL RED	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09		\$66.09	\$6.61
KOOL	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$8.10	\$57.99	\$5.80
LUCKY STRIKE	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
MISTY	\$46.32		\$0.47	\$46.79	\$10.80	\$57.59	\$1.73	\$59.32	\$59.32		\$0.60	\$59.92	\$3.5951	\$63.51		\$63.51	\$6.35
MONARCH	\$54.04		\$0.55	\$54.59	\$10.80	\$65.39	\$1.96	\$67.35	\$67.35		\$0.68	\$68.03	\$4.0819	\$72.11		\$72.11	\$7.21
MORE	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
NOW	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
PALL MALL NON FILTER & GOLD FILTER 100S	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
PALL MALL (ALL STYLES EXCEPT NON-FILTER, GOLD FILTER 100S & VINTAGE GOLD 100SP)	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$12.50	\$49.14	\$4.91
SALEM	\$50.14		\$0.51	\$50.65	\$10.80	\$61.45	\$1.84	\$63.29	\$63.29		\$0.64	\$63.93	\$3.8360	\$67.77		\$67.77	\$6.78
STATE EXPRESS 555	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
TAREYTON	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
VANTAGE	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
WINSTON	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73	\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$9.10	\$56.99	\$5.70
NATURAL AMERICAN SPIRIT	\$52.44		\$0.53	\$52.97	\$10.80	\$63.77	\$1.91	\$65.68	\$65.68		\$0.66	\$66.34	\$3.9806	\$70.32		\$70.32	\$7.03
NEWPORT MENTHOL	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$66.20		\$0.67	\$66.87	\$4.0121	\$70.88	\$10.00	\$60.88	\$6.09
NEWPORT MENTHOL GOLD	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$66.20		\$0.67	\$66.87	\$4.0121	\$70.88	\$10.00	\$60.88	\$6.09
NEWPORT MENTHOL BLUE	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$66.20		\$0.67	\$66.87	\$4.0121	\$70.88	\$10.00	\$60.88	\$6.09
NEWPORT MENTHOL PLATINUM BLUE KING BOX	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$66.20		\$0.67	\$66.87	\$4.0121	\$70.88	\$18.00	\$52.88	\$5.29



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



0.01

10.8

0.03

0.01

0.06

Friday, April 05, 2019	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	
10 Packs per Carton																	
NEWPORT MENTHOL PLATINUM BLUE 100s BOX	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$66.20		\$0.67	\$66.87	\$4.0121	\$70.88	\$18.00	\$52.88	\$5.29
NEWPORT MENTHOL PLATINUM KING BOX	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$66.20		\$0.67	\$66.87	\$4.0121	\$70.88	\$25.50	\$45.38	\$4.54
NEWPORT MENTHOL PLATINUM 100s BOX	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$66.20		\$0.67	\$66.87	\$4.0121	\$70.88	\$25.50	\$45.38	\$4.54
NEWPORT MENTHOL SMOOTH SELECT	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$66.20		\$0.67	\$66.87	\$4.0121	\$70.88	\$18.00	\$52.88	\$5.29
NEWPORT NON-MENTHOL	\$52.94		\$0.53	\$53.47	\$10.80	\$64.27	\$1.93	\$66.20	\$13.40		\$0.53	\$53.33	\$3.1997	\$56.53		\$56.53	\$5.65
KENT & KENT Golden & III	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
MAVERICK	\$36.29		\$0.37	\$36.66	\$10.80	\$47.46	\$1.42	\$48.88	\$48.88		\$0.49	\$49.37	\$2.9624	\$52.34	\$0.80	\$51.54	\$5.15
OLD GOLD	\$54.04		\$0.55	\$54.59	\$10.80	\$65.39	\$1.96	\$67.35	\$67.35		\$0.68	\$68.03	\$4.0819	\$72.11		\$72.11	\$7.21
TRUE	\$65.20		\$0.66	\$65.86	\$10.80	\$76.66	\$2.30	\$78.96	\$78.96		\$0.79	\$79.75	\$4.7850	\$84.53		\$84.53	\$8.45
EVE	\$42.59		\$0.43	\$43.02	\$10.80	\$53.82	\$1.61	\$55.43	\$55.43		\$0.56	\$55.99	\$3.3597	\$59.35	\$2.00	\$57.35	\$5.74
GRAND PRIX	\$37.19		\$0.38	\$37.57	\$10.80	\$48.37	\$1.45	\$49.82	\$49.82		\$0.50	\$50.32	\$3.0193	\$53.34	\$2.00	\$51.34	\$5.13
LIGGETT SELECT	\$40.14		\$0.41	\$40.55	\$10.80	\$51.35	\$1.54	\$52.89	\$52.89		\$0.53	\$53.42	\$3.2052	\$56.63	\$4.00	\$52.63	\$5.26
EAGLE 20'S	\$26.85		\$0.27	\$27.12	\$10.80	\$37.92	\$1.14	\$39.06	\$39.06		\$0.40	\$39.46	\$2.3675	\$41.83	\$4.75	\$37.08	\$3.71
PYRAMID	\$33.65		\$0.34	\$33.99	\$10.80	\$44.79	\$1.34	\$46.13	\$46.13		\$0.47	\$46.60	\$2.7962	\$49.40	\$1.00	\$48.40	\$4.84
USA	\$29.20		\$0.30	\$29.50	\$10.80	\$40.30	\$1.21	\$41.51	\$41.51		\$0.42	\$41.93	\$2.5157	\$44.44		\$44.44	\$4.44
Cube pricing is for 5 packs per Cube												\$0.00					
SELECT	\$52.44		\$0.53	\$52.97	\$10.80	\$63.77	\$1.91	\$65.68	\$65.68		\$0.66	\$66.34	\$3.9806	\$70.32	\$10.00	\$60.32	\$6.03
NEW YORK CUT	\$52.44		\$0.53	\$52.97	\$10.80	\$63.77	\$1.91	\$65.68	\$65.68		\$0.66	\$66.34	\$3.9806	\$70.32		\$70.32	\$7.03
NAT'S	\$52.44		\$0.53	\$52.97	\$10.80	\$63.77	\$1.91	\$65.68	\$65.68		\$0.66	\$66.34	\$3.9806	\$70.32		\$70.32	\$7.03
BLACK & GOLD (CUBE) 5 PACKS	\$32.40		\$0.33	\$32.73	\$5.40	\$38.13	\$1.14	\$39.27	\$39.27		\$0.40	\$39.67	\$2.3804	\$42.05		\$42.05	\$8.41
FANTASIA (CUBE) 5 PACKS	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$32.40		\$0.33	\$32.73	\$5.40	\$38.13	\$1.14	\$39.27	\$39.27		\$0.40	\$39.67	\$2.3804	\$42.05		\$42.05	\$8.41
CIGARETTELLOS (CUBE) 5 PACKS	\$32.40		\$0.33	\$32.73	\$5.40	\$38.13	\$1.14	\$39.27	\$39.27		\$0.40	\$39.67	\$2.3804	\$42.05		\$42.05	\$8.41
HAVANA OVALS (CUBE) SPACKS	\$32.40		\$0.33	\$32.73	\$5.40	\$38.13	\$1.14	\$39.27	\$39.27		\$0.40	\$39.67	\$2.3804	\$42.05		\$42.05	\$8.41
HINT MENTHOL (CUBE) 5 PACKS	\$32.40		\$0.33	\$32.73	\$5.40	\$38.13	\$1.14	\$39.27	\$39.27		\$0.40	\$39.67	\$2.3804	\$42.05		\$42.05	\$8.41
MCD (ALL STYLES) (CUBE) 5 PACKS	\$32.40		\$0.33	\$32.73	\$5.40	\$38.13	\$1.14	\$39.27	\$39.27		\$0.40	\$39.67	\$2.3804	\$42.05		\$42.05	\$8.41
ORIGINALS (ALL STYLES)(CUBE)	\$32.40		\$0.33	\$32.73	\$5.40	\$38.13	\$1.14	\$39.27	\$39.27		\$0.40	\$39.67	\$2.3804	\$42.05		\$42.05	\$8.41
USA GOLD BRANDS	\$39.15		\$0.40	\$39.55	\$10.80	\$50.35	\$1.51	\$51.86	\$51.86		\$0.52	\$52.38	\$3.1428	\$55.52		\$55.52	\$5.55
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	\$15.00	\$35.79	\$3.58
RAVE BRANDS	\$33.14		\$0.34	\$33.48	\$10.80	\$44.28	\$1.33	\$45.61	\$45.61		\$0.46	\$46.07	\$2.7641	\$48.83		\$48.83	\$4.88
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	\$6.50	\$34.55	\$3.46
FORTUNA BRANDS	\$33.14		\$0.34	\$33.48	\$10.80	\$44.28	\$1.33	\$45.61	\$45.61		\$0.46	\$46.07	\$2.7641	\$48.83		\$48.83	\$4.88
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	\$19.95		\$0.20	\$20.15	\$10.80	\$30.95	\$0.93	\$31.88	\$31.88		\$0.32	\$32.20	\$1.9319	\$34.13		\$34.13	\$3.41
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	\$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	\$22.79		\$0.23	\$23.02	\$10.80	\$33.82	\$1.01	\$34.83	\$34.83	\$0.50	\$0.35	\$34.68	\$2.0811	\$36.77	\$2.40	\$34.37	\$3.44
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	\$22.29		\$0.23	\$22.52	\$10.80	\$33.32	\$1.00	\$34.32	\$34.32	\$0.50	\$0.34	\$34.16	\$2.0496	\$36.21		\$36.21	\$3.62
WAVE	\$38.79		\$0.39	\$39.18	\$10.80	\$49.98	\$1.50	\$51.48	\$51.48	\$5.00	\$0.47	\$46.95	\$2.8170	\$49.77	\$14.30	\$35.47	\$3.55
WINGS	\$26.55		\$0.27	\$26.82	\$10.80	\$37.62	\$1.13	\$38.75	\$38.75		\$0.39	\$39.14	\$2.3483	\$41.49	\$7.00	\$34.49	\$3.45
EXPORT 'A'	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28		\$69.28	\$6.93
LD	\$23.85		\$0.24	\$24.09	\$10.80	\$34.89	\$1.05	\$35.94	\$35.94		\$0.36	\$36.30	\$2.1778	\$38.47	\$14.00	\$24.47	\$2.45
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	\$25.74		\$0.26	\$26.00	\$10.80	\$36.80	\$1.10	\$37.90	\$37.90	\$2.25	\$0.36	\$36.01	\$2.1608	\$38.17		\$38.17	\$3.82
SENECA	\$23.24		\$0.24	\$23.48	\$10.80	\$34.28	\$1.03	\$35.31	\$35.31	\$2.41	\$0.33	\$33.23	\$1.9937	\$35.22		\$35.22	\$3.52



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



			0.01	10.8	0.03						0.01	0.06						
Friday, April 05, 2019	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																		
COUTURE	\$24.40		\$0.25	\$24.65	\$10.80	\$35.45	\$1.06	\$36.51	\$2.00	\$34.51	\$0.35	\$34.86	\$2.0918	\$36.96		\$36.96	\$3.70	
1ST CLASS	\$28.25		\$0.29	\$28.54	\$10.80	\$39.34	\$1.18	\$40.52	\$4.00	\$36.52	\$0.37	\$36.89	\$2.2134	\$39.10		\$39.10	\$3.91	
1839	\$27.95		\$0.28	\$28.23	\$10.80	\$39.03	\$1.17	\$40.20		\$40.20	\$0.41	\$40.61	\$2.4367	\$43.05	\$4.50	\$38.55	\$3.85	
SHIELD	\$28.25		\$0.29	\$28.54	\$10.80	\$39.34	\$1.18	\$40.52	\$2.00	\$38.52	\$0.39	\$38.91	\$2.3346	\$41.24		\$41.24	\$4.12	
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	\$28.25		\$0.29	\$28.54	\$10.80	\$39.34	\$1.18	\$40.52	\$1.00	\$39.52	\$0.40	\$39.92	\$2.3952	\$42.32	\$4.45	\$37.87	\$3.79	
WILDHORSE	\$28.25		\$0.29	\$28.54	\$10.80	\$39.34	\$1.18	\$40.52	\$1.00	\$39.52	\$0.40	\$39.92	\$2.3952	\$42.32	\$3.00	\$39.32	\$3.93	
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	\$22.60		\$0.23	\$22.83	\$10.80	\$33.63	\$1.01	\$34.64		\$34.64	\$0.35	\$34.99	\$2.0993	\$37.09		\$37.09	\$3.71	
TIMELESS TIME	\$20.40		\$0.21	\$20.61	\$10.80	\$31.41	\$0.94	\$32.35		\$32.35	\$0.33	\$32.68	\$1.9609	\$34.64		\$34.64	\$3.46	
THIS	\$15.90		\$0.16	\$16.06	\$10.80	\$26.86	\$0.81	\$27.67		\$27.67	\$0.28	\$27.95	\$1.6767	\$29.62		\$29.62	\$2.96	
SMK FRIENDLY BRANDS	\$26.24		\$0.27	\$26.51	\$10.80	\$37.31	\$1.12	\$38.43		\$38.43	\$0.39	\$38.82	\$2.3292	\$41.15		\$41.15	\$4.11	
DOSAL 305	\$23.50		\$0.24	\$23.74	\$10.80	\$34.54	\$1.04	\$35.58		\$35.58	\$0.36	\$35.94	\$2.1562	\$38.09		\$37.14	\$3.71	