



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Juana Marine-Lombard



		0.01	10.8	0.03	0.01	0.06											
Friday, June 29, 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																	
<b>MARLBORO MAINLINE GREEN PACKINGS</b>																	
MARLBORO BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
MENTHOL SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
GOLD BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
GOLD SOFT PACK & 100'S MENTHOL SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
SILVER BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
MENTHOL RICH BLUE BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
BLUE BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
SKYLINE & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
SMOOTH BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78	
MENTHOL ICE BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$16.00	\$47.75	\$4.78	
<b>MARLBORO MAINLINE RED PACKINGS</b>																	
MARLBORO BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88	
MARLBORO SOFT PACK & 100'S SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88	
MARLBORO BOX 5PK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88	
MARLBORO BOX 25'S	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88	
MARLBORO 83'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88	
RED LABEL BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88	
RED LABEL SOFT PACK & 100'S SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88	
<b>MARLBORO MAINLINE GOLD PACKINGS</b>																	
GOLD BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98	
GOLD 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98	
GOLD SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98	
GOLD 100'S SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98	
GOLD BOX 5PK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98	
GOLD BOX 25'S	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98	
<b>MARLBORO SPECIAL PRICE PROMOTED PACKINGS</b>																	
SPECIAL BLEND BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38	
MENTHOL BLACK SPECIAL BLEND BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38	
MARLBORO NXT BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38	
EDGE BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38	
MIDNIGHT MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38	
MENTHOL SLATE BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38	
<b>MARLBORO SPECIAL BLEND PACKINGS</b>																	
SPECIAL BLEND (RED PACK) BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$9.30	\$54.45	\$5.45	
SPECIAL BLEND (GOLD PACK) BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$9.30	\$54.45	\$5.45	
MENTHOL SPECIAL BLEND (GREEN PACK) BOX & 100'S	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$9.30	\$54.45	\$5.45	
<b>MARLBORO 72'S</b>																	
72'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23	
72'S GOLD PACK BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23	
72'S SILVER PACK BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23	
72'S GREEN PACK BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23	
72'S BLUE PACK BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23	
BLACK MENTHOL 72'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23	
BLEND NO. 54	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38	
BLEND NO. 27	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38	
SOUTHERN CUT	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38	
VIRGINIA BLEND	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54	\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38	
MERIT	\$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	
PARLIAMENT	\$50.24		\$0.51	\$50.75	\$10.80	\$61.55	\$1.85	\$63.40	\$63.40	\$0.64	\$64.04	\$3.8422	\$67.88		\$67.88	\$6.79	
PLAYER'S	\$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	
SARATOGA	\$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	
VIRGINIA SLIMS	\$50.24		\$0.51	\$50.75	\$10.80	\$61.55	\$1.85	\$63.40	\$63.40	\$0.64	\$64.04	\$3.8422	\$67.88		\$67.88	\$6.79	



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Juana Marine-Lombard



			0.01	10.8	0.03					0.01	0.06						
Friday, June 29, 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 + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
<b>10 Packs per Carton</b>																	
BASIC	\$45.94		\$0.46	\$46.40	\$10.80	\$57.20	\$1.72	\$58.92	\$58.92		\$0.59	\$59.51	\$3.5704	\$63.08	\$63.08	\$6.31	
BENSON & HEDGES	\$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 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	
CAMBRIDGE	\$52.53		\$0.53	\$53.06	\$10.80	\$63.86	\$1.92	\$65.78	\$65.78		\$0.66	\$66.44	\$3.9861	\$70.42	\$70.42	\$7.04	
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	\$52.53		\$0.53	\$53.06	\$10.80	\$63.86	\$1.92	\$65.78	\$65.78		\$0.66	\$66.44	\$3.9861	\$70.42	\$70.42	\$7.04	
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	\$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	
L&M	\$42.54		\$0.43	\$42.97	\$10.80	\$53.77	\$1.61	\$55.38	\$55.38		\$0.56	\$55.94	\$3.3566	\$59.30	\$50.30	\$5.03	
CAMEL REGULAR NF	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	
CAMEL MENTHOL	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	
CAMEL MENTHOL SILVER	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	
CAMEL CRUSH	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	
CAMEL BALANCE	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$2.50	\$61.25	
CAMEL GOLD KING/GOLD 100	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	
CAMEL JADE KING	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	
CAMEL JADE SILVER KING/JSK 100	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	
CAMEL BLUE KING BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	
CAMEL BLUE KING SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$2.50	\$61.25	
CAMEL BLUE 99s	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	
CAMEL ROYAL KING	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	
CAMEL SILVER KING	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	
CAMEL FILTER KING BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	
CAMEL FILTER KING SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$2.50	\$61.25	
CAMEL FILTER 99s	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	
CAPRI	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	
CARLTON	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	
DORAL	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$63.75	\$6.38	
DUNHILL	\$57.28		\$0.58	\$57.86	\$10.80	\$68.66	\$2.06	\$70.72	\$70.72		\$0.71	\$71.43	\$4.2858	\$75.72	\$75.72	\$7.57	
ECLIPSE	\$59.78		\$0.60	\$60.38	\$10.80	\$71.18	\$2.14	\$73.32	\$73.32		\$0.74	\$74.06	\$4.4433	\$78.50	\$78.50	\$7.85	
GPC	\$50.12		\$0.51	\$50.63	\$10.80	\$61.43	\$1.84	\$63.27	\$63.27		\$0.64	\$63.91	\$3.8348	\$67.75	\$67.75	\$6.77	
KAMEL RED	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$63.75	\$6.38	
KOOL	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$9.00	\$54.75	
LUCKY STRIKE	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	
MISTY	\$44.22		\$0.45	\$44.67	\$10.80	\$55.47	\$1.66	\$57.13	\$57.13		\$0.58	\$57.71	\$3.4628	\$61.18	\$61.18	\$6.12	
MONARCH	\$44.22		\$0.45	\$44.67	\$10.80	\$55.47	\$1.66	\$57.13	\$57.13		\$0.58	\$57.71	\$3.4628	\$61.18	\$61.18	\$6.12	
MORE	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	
NOW	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	
PALL MALL NON FILTER & GOLD FILTER 100S	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	
PALL MALL (ALL STYLES EXCEPT BELOW LISTED)	\$42.54		\$0.43	\$42.97	\$10.80	\$53.77	\$1.61	\$55.38	\$55.38		\$0.56	\$55.94	\$3.3566	\$59.30	\$10.00	\$49.30	
PALL MALL RED KING BOX, RED 100S BOX, BLUE KING BOX, BLUE 100S BOX, ORANGE KING BOX, ORANGE 100S BOX, MENTHOL KING BOX, MENTHOLS 100S BOX, MENTHOL BLACK KING BOX, MENTHOL BLACK 100S BOX, MENTHOL WHITE KING BOX, MENTHOL WHITE 100S BOX, CLASSIC MENTHOL KING BOX, CLASSIC MENTHOL 100S BOX	\$42.54		\$0.43	\$42.97	\$10.80	\$53.77	\$1.61	\$55.38	\$55.38		\$0.56	\$55.94	\$3.3566	\$59.30	\$12.50	\$46.80	
SALEM	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$63.75	\$6.38	
STATE EXPRESS 555	\$57.28		\$0.58	\$57.86	\$10.80	\$68.66	\$2.06	\$70.72	\$70.72		\$0.71	\$71.43	\$4.2858	\$75.72	\$75.72	\$7.57	
TAREYTON	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	
VANTAGE	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48	\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95	\$82.95	\$8.30	



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



		0.01		10.8		0.03				0.01		0.06						
Friday, June 29, 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																		
WINSTON	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23
NATURAL AMERICAN SPIRIT	\$50.34		\$0.51	\$50.85	\$10.80	\$61.65	\$1.85	\$63.50		\$63.50		\$0.64	\$64.14	\$3.8484	\$67.99		\$67.99	\$6.80
NEWPORT MENTHOL	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$8.80	\$59.74	\$5.97
NEWPORT MENTHOL GOLD	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$8.80	\$59.74	\$5.97
NEWPORT MENTHOL BLUE	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$8.80	\$59.74	\$5.97
NEWPORT MENTHOL PLATINUM BLUE KING BOX	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$16.80	\$51.74	\$5.17



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Juana Marine-Lombard



			0.01	10.8	0.03						0.01	0.06					
Friday, June 29, 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 + Markup 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	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$16.80	\$51.74	\$5.17
NEWPORT MENTHOL PLATINUM KING BOX	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$16.80	\$51.74	\$5.17
NEWPORT MENTHOL PLATINUM 100s BOX	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$16.80	\$51.74	\$5.17
NEWPORT MENTHOL SMOOTH SELECT	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$18.80	\$49.74	\$4.97
NEWPORT NON-MENTHOL	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$49.61	\$14.40	\$0.50	\$50.11	\$3.0069	\$53.12	\$2.50	\$50.62	\$5.06
KENT & KENT Golden & III	\$56.74		\$0.57	\$57.31	\$10.80	\$68.11	\$2.04	\$70.15	\$70.15		\$0.71	\$70.86	\$4.2518	\$75.12		\$75.12	\$7.51
MAVERICK	\$34.19		\$0.35	\$34.54	\$10.80	\$45.34	\$1.36	\$46.70	\$46.70		\$0.47	\$47.17	\$2.8302	\$50.00	\$1.00	\$49.00	\$4.90
OLD GOLD	\$41.34		\$0.42	\$41.76	\$10.80	\$52.56	\$1.58	\$54.14	\$54.14		\$0.55	\$54.69	\$3.2812	\$57.97		\$57.97	\$5.80
TRUE	\$56.74		\$0.57	\$57.31	\$10.80	\$68.11	\$2.04	\$70.15	\$70.15		\$0.71	\$70.86	\$4.2518	\$75.12		\$75.12	\$7.51
EVE	\$40.49		\$0.41	\$40.90	\$10.80	\$51.70	\$1.55	\$53.25	\$53.25		\$0.54	\$53.79	\$3.2275	\$57.02	\$2.00	\$55.02	\$5.50
GRAND PRIX	\$35.09		\$0.36	\$35.45	\$10.80	\$46.25	\$1.39	\$47.64	\$47.64		\$0.48	\$48.12	\$2.8871	\$51.00	\$2.00	\$49.00	\$4.90
LIGGETT SELECT	\$38.04		\$0.39	\$38.43	\$10.80	\$49.23	\$1.48	\$50.71	\$50.71		\$0.51	\$51.22	\$3.0730	\$54.29	\$4.00	\$50.29	\$5.03
EAGLE 20'S	\$24.75		\$0.25	\$25.00	\$10.80	\$35.80	\$1.07	\$36.87	\$36.87		\$0.37	\$37.24	\$2.2346	\$39.48	\$4.75	\$34.73	\$3.47
PYRAMID	\$31.55		\$0.32	\$31.87	\$10.80	\$42.67	\$1.28	\$44.95	\$44.95		\$0.44	\$44.39	\$2.6634	\$47.05	\$1.00	\$46.05	\$4.61
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	\$50.34		\$0.51	\$50.85	\$10.80	\$61.65	\$1.85	\$63.50	\$63.50		\$0.64	\$64.14	\$3.8484	\$67.99	\$10.00	\$57.99	\$5.80
NEW YORK CUT	\$50.34		\$0.51	\$50.85	\$10.80	\$61.65	\$1.85	\$63.50	\$63.50		\$0.64	\$64.14	\$3.8484	\$67.99		\$67.99	\$6.80
<b>BLACK &amp; GOLD (CUBE) 5 PACKS</b>	\$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
<b>FANTASIA (CUBE) 5 PACKS</b>	\$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
<b>CLASSIC (ALL STYLES) (CUBE) 5 PACKS</b>	\$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
<b>CIGARETTES (CUBE) 5 PACKS</b>	\$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
<b>HAVANA OVALS (CUBE) 5PACKS</b>	\$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
<b>HINT MENTHOL (CUBE) 5 PACKS</b>	\$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
<b>MCD (ALL STYLES) (CUBE) 5 PACKS</b>	\$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
<b>ORIGINALS (ALL STYLES)(CUBE)</b>	\$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	\$37.05		\$0.38	\$37.43	\$10.80	\$48.23	\$1.45	\$49.68	\$49.68		\$0.50	\$50.18	\$3.0106	\$53.19		\$53.19	\$5.32
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	\$31.04		\$0.32	\$31.36	\$10.80	\$42.16	\$1.26	\$43.42	\$43.42		\$0.44	\$43.86	\$2.6319	\$46.50		\$46.50	\$4.65
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	\$31.04		\$0.32	\$31.36	\$10.80	\$42.16	\$1.26	\$43.42	\$43.42		\$0.44	\$43.86	\$2.6319	\$46.50		\$46.50	\$4.65
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	\$33.29	\$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	\$32.78	\$0.50	\$0.33	\$33.11	\$1.9866	\$35.10		\$35.10	\$3.51
WAVE	\$36.69		\$0.37	\$37.06	\$10.80	\$47.86	\$1.44	\$49.30	\$41.80	\$7.50	\$0.42	\$42.22	\$2.5329	\$44.75	\$14.30	\$30.45	\$3.04
WINGS	\$24.45		\$0.25	\$24.70	\$10.80	\$35.50	\$1.07	\$36.57	\$36.57		\$0.37	\$36.94	\$2.2161	\$39.15	\$8.00	\$31.15	\$3.12
EXPORT 'A'	\$49.40		\$0.50	\$49.90	\$10.80	\$60.70	\$1.82	\$62.52	\$62.52		\$0.63	\$63.15	\$3.7891	\$66.94		\$66.94	\$6.69
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	\$37.32	\$5.00	\$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, June 29, 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 + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
10 Packs per Carton																		
SENECA 120'S	\$25.25		\$0.26	\$25.51	\$10.80	\$36.31	\$1.09	\$37.40	\$2.00	\$35.40		\$0.36	\$35.76	\$2.1456	\$37.90		\$37.90	\$3.79
SENECA	\$22.59		\$0.23	\$22.82	\$10.80	\$33.62	\$1.01	\$34.63	\$2.00	\$32.63		\$0.33	\$32.96	\$1.9775	\$34.94		\$34.94	\$3.49
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
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	\$26.15		\$0.27	\$26.42	\$10.80	\$37.22	\$1.12	\$38.34		\$38.34		\$0.39	\$38.73	\$2.3236	\$41.05	\$3.50	\$37.55	\$3.76
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	\$22.65		\$0.23	\$22.88	\$10.80	\$33.68	\$1.01	\$34.69		\$34.69		\$0.35	\$35.04	\$2.1024	\$37.14		\$37.14	\$3.71