



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



			0.01		10.8		0.03				0.01		0.06					
VALID FOR 04/01/2024 through 04/30/2024	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
PHILLIP MORRIS BRANDS																		
MARLBORO MAINLINE MENTHOL PACKINGS																		
MARLBORO KING MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO 100 MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO GOLD KING MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO GOLD 100 MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO GOLD 100 MENTHOL SOFT	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO SILVER KING MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO SILVER 100 MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO BLUE 83 MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO BLUE 100 MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO SMOOTH KING MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO SMOOTH 100 MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO ICE KING MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO ICE 100 MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO MENTHOL SMOOTH ICE BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO MENTHOL BOLD ICE BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$13.00	\$75.47	\$7.55
MARLBORO MAINLINE NON-MENTHOL PACKINGS (RED)																		
MARLBORO KING BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO KING SOFT	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO 100 SOFT	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO KING BOX 25s	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO KING BOX 5PK	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO 83S KING BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO GOLD KING BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO GOLD KING SOFT	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO GOLD 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO GOLD 100 SOFT	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO GOLD KING BOX 25s	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO GOLD KING BOX 5PK	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO SILVER BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO SILVER 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO BLEND NO. 27 KING BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO BLEND NO. 27 KING SOFT	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO BLEND NO. 27 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO SOUTHERN CUT KING BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO GOLD LABEL																		
MARLBORO GOLD LABEL BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$42.20	\$45.73	\$4.57
MARLBORO GOLD LABEL 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$42.20	\$45.73	\$4.57
MARLBORO RED LABEL																		
MARLBORO RED LABEL BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO RED LABEL 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$15.50	\$72.43	\$7.24
MARLBORO BLACK NON-MENTHOL																		
MARLBORO BLACK NON MENTHOL FILTER BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$42.20	\$45.73	\$4.57
MARLBORO NON MENTHOL BLACK SPECIAL SELECT BOX & 100s BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$42.20	\$45.73	\$4.57
MARLBORO EDGE BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$42.20	\$45.73	\$4.57
MARLBORO BLACK MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63
MARLBORO MENTHOL BLACK SPECIAL SELECT BOX & 100s BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$42.20	\$45.73	\$4.57
MARLBORO NXT BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12		\$82.12		\$0.83	\$82.95	\$4.9771	\$87.93	\$42.20	\$45.73	\$4.57
MARLBORO MIDNIGHT MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63
MARLBORO MENTHOL SLATE BOX & 100s BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63
MARLBORO BLACK MENTHOL																		
MARLBORO MENTHOL BLACK SPECIAL BLEND KING BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63
MARLBORO MENTHOL BACK SPECIAL BELEND 100 BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63
MARLBORO NXT KING BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64		\$82.64		\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63



Louisiana Office of Alcohol and Tobacco Control Commissioner Ernest Legier



VALID FOR 04/01/2024 through 04/30/2024	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																
MARLBORO MIDNIGHT KING MENTHOL BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64	\$82.64	\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63
MARLBORO MENTHOL SLATE BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64	\$82.64	\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63
MARLBORO MENTHOL SLATE 100 BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64	\$82.64	\$0.83	\$83.47	\$5.0080	\$88.47	\$42.20	\$46.27	\$4.63
MARLBORO SPECIAL SELECT PACKINGS-																
MARLBORO SPECIAL SELECT GOLD KING BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$18.00	\$69.93	\$6.99
MARLBORO SPECIAL SELECT GOLD 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$18.00	\$69.93	\$6.99
MARLBORO SPECIAL SELECT RED KING BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$18.00	\$69.93	\$6.99
MARLBORO SPECIAL SELECT RED 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$18.00	\$69.93	\$6.99
MARLBORO SPECIAL BLEND GREEN KING BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$18.00	\$69.93	\$6.99
MARLBORO SPECIAL BLEND GREEN 100 BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$18.00	\$69.93	\$6.99
MARLBORO 72'S																
MARLBORO 72s BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$22.50	\$65.43	\$6.54
MARLBORO 72s GOLD BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$22.50	\$65.43	\$6.54
MARLBORO 72s SILVER BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$22.50	\$65.43	\$6.54
MARLBORO 72s GREEN BOX	\$70.34	1.60	\$0.69	\$69.43	\$10.80	\$80.23	\$2.41	\$82.64	\$82.64	\$0.83	\$83.47	\$5.0080	\$88.47	\$22.50	\$65.97	\$6.60
MARLBORO 72s BLACK BOX	\$69.84	1.60	\$0.69	\$68.93	\$10.80	\$79.73	\$2.39	\$82.12	\$82.12	\$0.83	\$82.95	\$4.9771	\$87.93	\$22.50	\$65.43	\$6.54
MERIT																
MERIT GOLD PACK FILTER KING BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48	\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
MERIT BLUE PACK FILTER KING BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48	\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
MERIT BLUE PACK 100s FILTER BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48	\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
PARLIAMENT																
PARLIAMENT BLUE PACK FILTER LONG SIZE BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$0.00	\$99.73	\$9.97
PARLIAMENT WHITE PACK FILTER LONG SIZE BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$0.00	\$99.73	\$9.97
PARLIAMENT WHITE PACK 100s FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$0.00	\$99.73	\$9.97
PARLIAMENT WHITE PACK MENTHOL FILTER LONG SIZE BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$0.00	\$99.73	\$9.97
PARLIAMENT WHITE PACK 100s MENTHOL FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$0.00	\$99.73	\$9.97
PARLIAMENT SILVER PACK FILTER LONG SIZE BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$0.00	\$99.73	\$9.97
PARLIAMENT SILVER PACK MENTHOL FILTER LONG SIZE BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$0.00	\$99.73	\$9.97
PARLIAMENT GREEN PACK MENTHOL FILTER LONG SIZE BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$0.00	\$99.73	\$9.97
VIRGINIA SLIMS																
VIRGINIA SLIMS FILTER 100 BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS GOLD PACK 100s FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS GOLD PACK 120s FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS SILVER PACK 100s FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS SILVER PACK 120s FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS SUPERSLIMS FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS MENTHOL FILTER 100s BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS GOLD PACK 100s MENTHOL FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS GOLD PACK 120s MENTHOL FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS SILVER PACK 100s MENTHOL FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS SILVER PACK 120s MENTHOL FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47
VIRGINIA SLIMS SUPERSLIMS MENTHOL FILTER BOX	\$78.84		\$0.79	\$79.63	\$10.80	\$90.43	\$2.71	\$93.14	\$93.14	\$0.94	\$94.08	\$5.6450	\$99.73	\$5.00	\$94.73	\$9.47



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



VALID FOR 04/01/2024 through 04/30/2024	Revenue List Price	Less Trade Discount	0.01 WHOLESALE Cost of doing business	10.8 LA SET Rate \$10.80/Cart	Wholesale before Markup	0.03 Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	0.01 RETAIL Cost of doing business	Retail Markup 6%	0.06 WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																	
BASIC FILTER 20s KING BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC FILTER 20s 100 BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC GOLD PACK 20s KING BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC GOLD PACK 100s	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC BLUE PACK KING BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC BLUE PACK 100s BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC MENTHOL FILTER KING BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC GOLD PACK MENTHOL FILTER KING BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC GOLD PACK MENTHOL FILTER 100 BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC SILVER PACK MENTHOL FILTER KING BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BASIC SILVER PACK 100s MENTHOL FILTER BOX	\$76.04		\$0.77	\$76.81	\$10.80	\$87.61	\$2.63	\$90.24	\$90.24		\$0.91	\$91.15	\$5.4689	\$96.62	\$0.00	\$96.62	\$9.66
BENSON & HEDGES 100s FILTER BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48		\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
BENSON & HEDGES LUXURY 100s FILTER BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48		\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
BENSON & HEDGES DELUXE 100s FILTER BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48		\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
BENSON & HEDGES 100s MENTHOL FILTER BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48		\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
BENSON & HEDGES LUXURY 100s MENTHOL FILTER BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48		\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
BENSON & HEDGES DELUXE 100s MENTHOL FILTER BOX	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48		\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
BENSON & HEDGES KING SIZE	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48		\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
BENSON & HEDGES MENTHOL GREEN	\$90.70		\$0.91	\$91.61	\$10.80	\$102.41	\$3.07	\$105.48	\$105.48		\$1.06	\$106.54	\$6.3925	\$112.93	\$0.00	\$112.93	\$11.29
CHESTERFIELD FILTER KING BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD 100s FILTER BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD MENTHOL FILTER KING BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD MENTHOL 100s FILTER BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD BLUE BOX FILTER KING	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD BLUE 100 BOX KING	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
L&M FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M 100s FILTER BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M BLUE PACK FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M BLUE PACK 100s FILTER BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M TURKISH BLEND FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M TURKISH BLEND 100s FILTER BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M MENTHOL FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M 100s MENTHOL FILTER BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M BOLD MENTHOL FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M SIMPLE TOBACCO ORANGE FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M SIMPLE TOBACCO YELLOW FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M SIMPLE TOBACCO BLUE FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
L&M SIMPLE TOBACCO GREEN FILTER KING BOX	\$65.24		\$0.66	\$65.90	\$10.80	\$76.70	\$2.30	\$79.00	\$79.00		\$0.80	\$79.80	\$4.7881	\$84.59	\$7.00	\$77.59	\$7.76
NATS ORIG FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83	\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS YELLOW FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83	\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS BLUE FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83	\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS MENTHOL FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83	\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
R.J. REYNOLDS TOBACCO CO. (RJRT BRANDS)																	
CAMEL REGULAR FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CAMEL CLASSIC BLUE 99 BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10	\$85.10		\$0.86	\$85.96	\$5.1575	\$91.12	\$17.01	\$74.11	\$7.41
CAMEL CLASSIC BLUE BOX	\$71.70		\$0.72	\$72.42	\$10.80	\$83.22	\$2.50	\$85.72	\$85.72		\$0.86	\$86.58	\$5.1946	\$91.77	\$17.01	\$74.76	\$7.48
CAMEL CLASSIC FILTER 99 BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10	\$85.10		\$0.86	\$85.96	\$5.1575	\$91.12	\$17.01	\$74.11	\$7.41
CAMEL CLASSIC FILTERS BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10	\$85.10		\$0.86	\$85.96	\$5.1575	\$91.12	\$17.01	\$74.11	\$7.41
CAMEL CLASSIC GOLD BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10	\$85.10		\$0.86	\$85.96	\$5.1575	\$91.12	\$17.01	\$74.11	\$7.41
CAMEL CLASSIC GOLD BOX 99	\$71.10		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53	\$83.53		\$0.84	\$84.37	\$5.0624	\$89.44	\$17.01	\$72.43	\$7.24
CAMEL CLASSIC MENTHOL BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10	\$85.10		\$0.86	\$85.96	\$5.1575	\$91.12		\$91.12	\$9.11
CAMEL CLASSIC MENTHOL SILVER BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10	\$85.10		\$0.86	\$85.96	\$5.1575	\$91.12		\$91.12	\$9.11
CAMEL CRISP NON-MENTHOL BLUE BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10	\$85.10		\$0.86	\$85.96	\$5.1575	\$91.12	\$3.51	\$87.61	\$8.76



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



VALID FOR 04/01/2024 through 04/30/2024	Revenue List Price	Less Trade Discount	0.01		10.8		0.03		0.01		0.06		Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack		
			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	
10 Packs per Carton																	
CAMEL CRISP NON-MENTHOL GREEN BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$3.51	\$87.61	\$8.76
CAMEL CRUSH BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$10.51	\$80.61	\$8.06
CAMEL CRUSH MEN SILVER BOX FSC	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12		\$91.12	\$9.11
CAMEL CRUSH MENTHOL BOX FSC	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12		\$91.12	\$9.11
CAMEL CRUSH NON-MENTHOL OASIS BLUE BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$3.51	\$87.61	\$8.76
CAMEL CRUSH NON-MENTHOL OASIS GREEN BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$3.51	\$87.61	\$8.76
CAMEL CRUSH NON-MENTHOL OASIS SILVER BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$3.51	\$87.61	\$8.76
CAMEL CRUSH RICH BOX**	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$10.51	\$80.61	\$8.06
CAMEL CRUSH SMOOTH MENTHOL BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$10.51	\$80.61	\$8.06
CAMEL CRUSH SMOOTH MENTHOL SILVER BOX	\$71.10		\$0.72	\$71.82	\$10.80	\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$10.51	\$80.61	\$8.06
CAMEL CRUSH SMOOTH SILVER MENTHOL BOX	\$71.10		\$0.72	\$71.82		\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12		\$91.12	\$9.11
CAMEL GOLD BOX	\$71.10		\$0.72	\$71.82		\$82.62	\$2.48	\$85.10		\$85.10	\$0.86	\$85.96	\$5.1575	\$91.12	\$17.01	\$74.11	\$7.41
CAMEL JADE BOX	\$71.10		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53		\$83.53	\$0.84	\$84.37	\$5.0624	\$89.44	\$17.01	\$72.43	\$7.24
CAMEL JADE SILVER BOX	\$71.10		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53		\$83.53	\$0.84	\$84.37	\$5.0624	\$89.44	\$17.01	\$72.43	\$7.24
CAMEL ROYAL BOX	\$71.10		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53		\$83.53	\$0.84	\$84.37	\$5.0624	\$89.44	\$17.01	\$72.43	\$7.24
CAMEL SILVER BOX	\$71.10		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53		\$83.53	\$0.84	\$84.37	\$5.0624	\$89.44	\$17.01	\$72.43	\$7.24
CAMEL CLASSIC BLUE	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL CLASSIC FILTERS	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL NO. 9 MENTHE RC BOX FSC	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL NO. 9 RC BOX FSC	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL CLASSIC PLATINUM BOX	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL CLASSIC WIDES BLUE BOX	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL CLASSIC WIDES FILTERS BOX	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL CLASSIC WIDES MENTHOL BOX	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL CLASSIC WIDES MENTHOL SILVER BOX	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL TURKISH GOLD BOX FSC	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL TURKISH ROYAL BOX FSC	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAMEL TURKISH SILVER BOX FSC	\$77.00		\$0.77	\$77.77	\$10.80	\$88.57	\$2.66	\$91.23		\$91.23	\$0.92	\$92.15	\$5.5288	\$97.68		\$97.68	\$9.77
CAPRI MAGENTA SUPER SLIM 100 BOX FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CAPRI MAGENTA SUPER SLIM 120 BOX FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CAPRI MENTHOL INDIGO SUPER SLIM 100 BOX	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CAPRI MENTHOL INDIGO SUPER SLIM 120 BOX	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CAPRI MENTHOL JADE SUPER SLIM 100 BOX	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CAPRI VIOLET SUPER SLIM 100 BOX FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CARLTON 100 BOX RC FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CARLTON 120 FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CARLTON MENTHOL BOX 100 RC FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CARLTON MENTHOL 120 FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
CARLTON RC FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
DORAL GOLD 100 BOX FSC	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DORAL GOLD FSC BOX	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DORAL MENTHOL BOX FSC	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DORAL MENTHOLGOLD 100 BOX FSC	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DORAL MENTHOL BOX FSC	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DORAL RED 100 BOX FSC	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DORAL RED FSC BOX	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DORAL SILVER 100 BOX FSC	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DORAL SILVER BOX FSC	\$83.90		\$0.84	\$84.74	\$12.80	\$95.54	\$2.87	\$98.41		\$98.41	\$0.99	\$99.40	\$5.9638	\$105.36	\$0.00	\$105.36	\$10.54
DUNHILL INTERNATIONAL RED	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
DUNHILL INTERNATIONAL GREEN BOX	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
DUNHILL INTERNATIONAL BLUE BOX	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
DUNHILL FINE CUT BLACK BOX	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
DUNHILL FINE CUT WHITE BOX	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
ECLIPSE BOX FSC	\$100.50		\$1.01	\$101.51	\$16.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
ECLIPSE MENTHOL BOX FSC	\$100.50		\$1.01	\$101.51	\$16.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
GPC CLASSIC GOLD 100 BOX	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59		\$86.59	\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



0.01 10.8 0.03 0.01 0.06

VALID FOR 04/01/2024 through 04/30/2024	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																	
GPC CLASSIC GOLD BOX	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC MENTHOL 100	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC MENTHOL GOLD 100	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC MENTHOL GOLD KS	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC MENTHOL KS	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC MENTHOL SILVER 100	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC NON-FILTER	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC RED 100 BOX	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC RED BOX	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC SILVER 100 BOX	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
GPC CLASSIC SILVER BOX	\$90.50		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27
KAMEL RED GENUINE ORIGINAL 100 BOX	\$90.50		\$0.91	\$91.41	\$20.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
KAMEL RED GENUINE ORIGINAL BOX	\$90.50		\$0.91	\$91.41	\$20.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
KAMEL RED GENUINE SMOOTH TASTE 100 BOX	\$90.50		\$0.91	\$91.41	\$20.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
KAMEL RED GENUINE SMOOTH TASTE BOX	\$90.50		\$0.91	\$91.41	\$20.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
KENT CLASSIC 100S	\$100.50		\$1.01	\$101.51	\$22.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
KENT CLASSIC KING	\$100.50		\$1.01	\$101.51	\$22.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
KENT GOLD 100	\$100.50		\$1.01	\$101.51	\$22.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
KENT GOLD KING	\$100.50		\$1.01	\$101.51	\$22.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
KENT III SILVER	\$100.50		\$1.01	\$101.51	\$22.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
KENT III SILVER 100	\$100.50		\$1.01	\$101.51	\$22.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
LUCKY STRIKE FSC	\$100.50		\$1.01	\$101.51	\$22.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
LUCKY STRIKE ACTIVATE BLUE BOX*	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE ACTIVATE GREEN KING BOX*	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE GOLD 100 BOX	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE GOLD BOX	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE MENTHOL 100 BOX	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE MENTHOL BOX	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE MENTHOL SILVER 100 BOX	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE MENTHOL SILVER BOX	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE RED 100 BOX	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
LUCKY STRIKE RED BOX	\$56.04		\$0.57	\$56.61	\$25.80	\$67.41	\$2.02	\$69.43	\$69.43		\$0.70	\$70.13	\$4.2079	\$74.34	\$31.01	\$43.33	\$4.33
MISTY BLUE 100 BOX FSC	\$80.50		\$0.81	\$81.31	\$27.80	\$92.11	\$2.76	\$94.87	\$94.87		\$0.95	\$95.82	\$5.7494	\$101.57	\$0.00	\$101.57	\$10.16
MISTY BLUE 120 BOX FSC	\$80.50		\$0.81	\$81.31	\$27.80	\$92.11	\$2.76	\$94.87	\$94.87		\$0.95	\$95.82	\$5.7494	\$101.57	\$0.00	\$101.57	\$10.16
MISTY MENTHOL GREEN 100 BOX FSC	\$80.50		\$0.81	\$81.31	\$27.80	\$92.11	\$2.76	\$94.87	\$94.87		\$0.95	\$95.82	\$5.7494	\$101.57	\$0.00	\$101.57	\$10.16
MISTY MENTHOL GREEN 120 BOX FSC	\$80.50		\$0.81	\$81.31	\$27.80	\$92.11	\$2.76	\$94.87	\$94.87		\$0.95	\$95.82	\$5.7494	\$101.57	\$0.00	\$101.57	\$10.16
MISTY MENTHOL SILVER 100 BOX FSC	\$80.50		\$0.81	\$81.31	\$27.80	\$92.11	\$2.76	\$94.87	\$94.87		\$0.95	\$95.82	\$5.7494	\$101.57	\$0.00	\$101.57	\$10.16
MISTY ROSE 100 BOX FSC	\$80.50		\$0.81	\$81.31	\$27.80	\$92.11	\$2.76	\$94.87	\$94.87		\$0.95	\$95.82	\$5.7494	\$101.57	\$0.00	\$101.57	\$10.16
MONARCH CLASSIC BLUE 100	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MONARCH CLASSIC GOLD 100	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MONARCH CLASSIC GOLD BOX	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MONARCH CLASSIC MENTHOL	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MONARCH CLASSIC MENTHOL 100	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MONARCH CLASSIC MENTHOL GOLD	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MONARCH CLASSIC MENTHOL GOLD 100	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MONARCH CLASSIC RED 100	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MONARCH CLASSIC RED BOX	\$90.50		\$0.91	\$91.41	\$29.80	\$102.21	\$3.07	\$105.28	\$105.28		\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
MORE GOLD SLIM 120	\$100.50		\$1.01	\$101.51	\$31.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
MORE MENTHOL SILVER SLIM 120	\$100.50		\$1.01	\$101.51	\$31.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
MORE MENTHOL SLIM 120	\$100.50		\$1.01	\$101.51	\$31.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
MORE SLIM 120	\$100.50		\$1.01	\$101.51	\$31.80	\$112.31	\$3.37	\$115.68	\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
NEWPORT 100 BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30	\$90.30		\$0.91	\$91.21	\$5.4726	\$96.68	\$18.51	\$78.17	\$7.82
NEWPORT 100S	\$76.10		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18	\$87.18		\$0.88	\$88.06	\$5.2836	\$93.34	\$18.51	\$74.83	\$6.14



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



VALID FOR 04/01/2024 through 04/30/2024	0.01		10.8		0.03		0.01		0.06		Rebate		RETAIL		RETAIL		
	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	
10 Packs per Carton																	
NEWPORT BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$18.51	\$78.17	\$7.82
NEWPORT KINGS	\$76.10		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18	\$0.88	\$88.06	\$5.2836	\$93.34	\$18.51	\$74.83	\$7.48
NEWPORT MENTHOL BLUE 100 BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT MENTHOL BLUE BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT MENTHOL 100 BOX	\$76.10		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18	\$0.88	\$88.06	\$5.2836	\$93.34	\$18.51	\$61.44	\$6.14
NEWPORT MENTHOL KING BOX	\$76.10		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18	\$0.88	\$88.06	\$5.2836	\$93.34	\$18.51	\$61.44	\$6.14
NEWPORT MENTHOL 100 SOFT PACK	\$76.10		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18	\$0.88	\$88.06	\$5.2836	\$93.34	\$30.01	\$61.44	\$6.14
NEWPORT MENTHOL KING SOFT PACK	\$76.10		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18	\$0.88	\$88.06	\$5.2836	\$93.34	\$30.01	\$61.44	\$6.14
NEWPORT MENTHOL GOLD 100	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT MENTHOL GOLD 100 BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT MENTHOL GOLD BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT MENTHOL GOLD BX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT MENTHOL GOLD KINGS	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT MENTHOL GOLD KS	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT PLATINUM BLUE 100 BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT PLATINUM BLUE BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT SMOOTH SELECT 100 BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT SMOOTH SELECT BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT NON-MENTHOL GREEN 100 BOX*	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68		\$96.68	\$9.67
NEWPORT NON-MENTHOL GREEN 85 BOX*	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68		\$96.68	\$9.67
NEWPORT EXP NON-MENTHOL FLEX 100 BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$26.51	\$70.17	\$7.02
NEWPORT EXP MAX 100 BOX NON-MENTHOL	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$26.51	\$70.17	\$7.02
NEWPORT EXP MAX 80 BOX NON-MENTHOL	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$26.51	\$70.17	\$7.02
NEWPORT EXP MIX 100 BOX NON-MENTHOL*	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$26.51	\$70.17	\$7.02
NEWPORT EXP MIX 80 BOX NON-MENTHOL*	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$26.51	\$70.17	\$7.02
NEWPORT EXP LUX 100 BOX NON-MENTHOL*	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$26.51	\$70.17	\$7.02
NEWPORT EXP FLEX 100 BOX NON-MENTHOL*	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$26.51	\$70.17	\$7.02
NEWPORT NON-MENTHOL SM GOLD 100 BX	\$66.30		\$0.67	\$66.97	\$10.80	\$77.77	\$2.33	\$80.10		\$80.10	\$0.81	\$80.91	\$4.8548	\$85.77		\$85.77	\$8.58
NEWPORT NON-MENTHOL SM GOLD BX	\$66.30		\$0.67	\$66.97	\$10.80	\$77.77	\$2.33	\$80.10		\$80.10	\$0.81	\$80.91	\$4.8548	\$85.77		\$85.77	\$8.58
NEWPORT NON-MENTHOL 100 BOX	\$66.30		\$0.67	\$66.97	\$10.80	\$77.77	\$2.33	\$80.10		\$80.10	\$0.81	\$80.91	\$4.8548	\$85.77	\$9.51	\$76.26	\$7.63
NEWPORT NON-MENTHOL BOX	\$66.30		\$0.67	\$66.97	\$10.80	\$77.77	\$2.33	\$80.10		\$80.10	\$0.81	\$80.91	\$4.8548	\$85.77	\$9.51	\$76.26	\$7.63
NEWPORT NON-MENTHOL GOLD 100 BOX	\$66.30		\$0.67	\$66.97	\$10.80	\$77.77	\$2.33	\$80.10		\$80.10	\$0.81	\$80.91	\$4.8548	\$85.77	\$9.51	\$76.26	\$7.63
NEWPORT NON-MENTHOL GOLD BOX	\$66.30		\$0.67	\$66.97	\$10.80	\$77.77	\$2.33	\$80.10		\$80.10	\$0.81	\$80.91	\$4.8548	\$85.77	\$9.51	\$76.26	\$7.63
NEWPORT BOOST GOLD KING BOX**	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NEWPORT BOOST MENTHOL KING BOX	\$76.10		\$0.77	\$76.87	\$10.80	\$87.67	\$2.63	\$90.30		\$90.30	\$0.91	\$91.21	\$5.4726	\$96.68	\$14.51	\$82.17	\$8.22
NOW MENTHOL GREEN	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
NOW MENTHOL GREEN 100	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
NOW RED	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
NOW RED 100	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
OLD GOLD BLUE FILTER 100	\$90.50		\$0.91	\$91.41	\$10.80	\$102.21	\$3.07	\$105.28		\$105.28	\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
OLD GOLD FILTER 100 BOX	\$90.50		\$0.91	\$91.41	\$10.80	\$102.21	\$3.07	\$105.28		\$105.28	\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
OLD GOLD FILTER BOX	\$90.50		\$0.91	\$91.41	\$10.80	\$102.21	\$3.07	\$105.28		\$105.28	\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
OLD GOLD FILTER KING	\$90.50		\$0.91	\$91.41	\$10.80	\$102.21	\$3.07	\$105.28		\$105.28	\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
OLD GOLD GOLD 100 BOX	\$90.50		\$0.91	\$91.41	\$10.80	\$102.21	\$3.07	\$105.28		\$105.28	\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
OLD GOLD GOLD BOX	\$90.50		\$0.91	\$91.41	\$10.80	\$102.21	\$3.07	\$105.28		\$105.28	\$1.06	\$106.34	\$6.3802	\$112.72	\$0.00	\$112.72	\$11.27
PALL MALL CLASSIC NON-FILTER	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
PALL MALL VINTAGE GOLD 100	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68	\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
PALL MALL BLUE FILTER 100 BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL BLUE FILTER BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL CLASSIC MENTHOL 100 BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL CLASSIC MENTHOL BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL MENTHOL BLACK FILTER 100 BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL MENTHOL BLACK FILTER BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL MENTHOL GREEN FILTER 100 BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL MENTHOL GREEN FILTER BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL MENTHOL WHITE FILTER BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54	\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



VALID FOR 04/01/2024 through 04/30/2024	Revenue List Price	Less Trade Discount	0.01 WHOLESALE Cost of doing business	10.8	0.03 LA SET Rate \$10.80/Cart	Wholesale before Markup	0.03 Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	0.01 RETAIL Cost of doing business	0.06 Retail Markup 6%	WS + Markup	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																		
PALL MALL MENTHOL WHITE FILTER 100 BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54		\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL ORANGE FILTER 100 BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54		\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL ORANGE FILTER BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54		\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL RED FILTER 100 BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54		\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL RED FILTER BOX	\$64.80		\$0.65	\$65.45	\$10.80	\$76.25	\$2.29	\$78.54		\$78.54		\$0.79	\$79.33	\$4.7597	\$84.09	\$20.26	\$63.83	\$6.38
PALL MALL SELECT BLUE 80 BX \$1.00*	\$56.05		\$0.57	\$56.62	\$10.80	\$67.42	\$2.02	\$69.44		\$69.44		\$0.70	\$70.14	\$4.2086	\$74.35		\$74.35	\$7.44
PALL MALL SELECT GREEN 80 BX \$1.00*	\$56.05		\$0.57	\$56.62	\$10.80	\$67.42	\$2.02	\$69.44		\$69.44		\$0.70	\$70.14	\$4.2086	\$74.35		\$74.35	\$7.44
PALL MALL SELECT RED 80 BX \$1.00*	\$56.05		\$0.57	\$56.62	\$10.80	\$67.42	\$2.02	\$69.44		\$69.44		\$0.70	\$70.14	\$4.2086	\$74.35		\$74.35	\$7.44
PALL MALL SELECT BLUE 100 BX \$1.00 OFF*	\$56.05		\$0.57	\$56.62	\$10.80	\$67.42	\$2.02	\$69.44		\$69.44		\$0.70	\$70.14	\$4.2086	\$74.35		\$74.35	\$7.44
PALL MALL SELECT GREEN 100 BX \$1.00 OFF*	\$56.05		\$0.57	\$56.62	\$10.80	\$67.42	\$2.02	\$69.44		\$69.44		\$0.70	\$70.14	\$4.2086	\$74.35		\$74.35	\$7.44
PALL MALL SELECT RED 100 BX \$100 OFF*	\$56.05		\$0.57	\$56.62	\$10.80	\$67.42	\$2.02	\$69.44		\$69.44		\$0.70	\$70.14	\$4.2086	\$74.35		\$74.35	\$7.44
STATE EXPRESS 555 GOLD BOX FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
TAREYTON CLASSIC	\$100.50		\$1.01	\$101.51	\$12.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
TAREYTON CLASSIC 100	\$100.50		\$1.01	\$101.51	\$12.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
TRUE BLUE 100	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
TRUE BLUE 100 BOX	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
TRUE BLUE BOX	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
TRUE BLUE KINGS	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
TRUE MENTHOL GREEN 100	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
TRUE MENTHOL GREEN KINGS	\$100.50		\$1.01	\$101.51	\$14.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
VANTAGE CLASSIC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
VANTAGE CLASSIC 100	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
VANTAGE CLASSIC MENTHOL	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
VANTAGE CLASSIC MENTHOL 100S FSC	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
VANTAGE CLASSIC SILVER 100 BOX	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
VANTAGE CLASSIC SILVER BOX	\$100.50		\$1.01	\$101.51	\$10.80	\$112.31	\$3.37	\$115.68		\$115.68		\$1.16	\$116.84	\$7.0104	\$123.85	\$0.00	\$123.85	\$12.38
**Optional Menthol																		
SANTA FE NATURAL TOBACCO CO. (SFNTC)																		
NATURAL AMERICAN SPIRIT FULL BODIED TAST HP BLUE 12M	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$96.12	\$9.61
NATURAL AMERICAN SPIRIT MELLOW TASTE HP YELLOW 12M	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT PERIQUE RICH ROBUST HP BLACK 6M	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT NON FILTER HP BROWN 6M	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT PERIQUE RICH HP GRAY 6M	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT FULL BODIED TAST US GROWN HP DARK BLUE	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT MELLOW TASTE US GROWN HP TAN	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT HP CELADON	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT SMOOTH MELLO HP ORANGE	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT TASTE HUNTER	\$75.60		\$0.76	\$76.36	\$10.80	\$87.16	\$2.61	\$89.77		\$89.77		\$0.90	\$90.67	\$5.4405	\$96.12	\$1.51	\$94.61	\$9.46
NATURAL AMERICAN SPIRIT ORGANIC SKY 6M	\$80.40		\$0.81	\$81.21	\$10.80	\$92.01	\$2.76	\$94.77		\$94.77		\$0.95	\$95.72	\$5.7432	\$101.46	\$1.51	\$99.95	\$10.00
NATURAL AMERICAN SPIRIT MELLOW TASTE MENTHOL HP GREEN	\$80.40		\$0.81	\$81.21	\$10.80	\$92.01	\$2.76	\$94.77		\$94.77		\$0.95	\$95.72	\$5.7432	\$101.46	\$1.51	\$99.95	\$10.00
NATURAL AMERICAN SPIRIT FULL BODIED TASTE MENTHOL HP DARK GREEN	\$80.40		\$0.81	\$81.21	\$10.80	\$92.01	\$2.76	\$94.77		\$94.77		\$0.95	\$95.72	\$5.7432	\$101.46	\$1.51	\$99.95	\$10.00
NATURAL AMERICAN SPIRIT FULL BODIED TASTE ORGANIC HP TURQUOISE	\$80.40		\$0.81	\$81.21	\$10.80	\$92.01	\$2.76	\$94.77		\$94.77		\$0.95	\$95.72	\$5.7432	\$101.46	\$1.51	\$99.95	\$10.00
NATURAL AMERICAN SPIRIT TASTE ORGANIC HP GOLD	\$80.40		\$0.81	\$81.21	\$10.80	\$92.01	\$2.76	\$94.77		\$94.77		\$0.95	\$95.72	\$5.7432	\$101.46	\$1.51	\$99.95	\$10.00
NATURAL AMERICAN SPIRIT FULL BODIED TASTE RED	\$66.40		\$0.67	\$67.07	\$10.80	\$77.87	\$2.34	\$80.21		\$80.21		\$0.81	\$81.02	\$4.8610	\$85.88	\$6.01	\$79.87	\$7.99
NATURAL AMERICAN SPIRIT SMOOTH GOLD	\$66.40		\$0.67	\$67.07	\$10.80	\$77.87	\$2.34	\$80.21		\$80.21		\$0.81	\$81.02	\$4.8610	\$85.88	\$6.01	\$79.87	\$7.99
ITG BRANDS																		
WINSTON	\$70.24		\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20		\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$10.50	\$79.66	\$7.97
KOOL	\$70.94		\$0.71	\$71.65	\$10.80	\$82.45	\$2.47	\$84.92		\$84.92		\$0.85	\$85.77	\$5.1464	\$90.92	\$48.50	\$42.42	\$4.24
KOOL LUXE	\$70.94		\$0.71	\$71.65	\$10.80	\$82.45	\$2.47	\$84.92		\$84.92		\$0.85	\$85.77	\$5.1464	\$90.92	\$31.90	\$59.02	\$5.90
USA GOLD BRANDS	\$66.85		\$0.67	\$67.52	\$10.80	\$78.32	\$2.35	\$80.67		\$80.67		\$0.81	\$81.48	\$4.8888	\$86.37	\$0.00	\$86.37	\$8.64



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



VALID FOR 04/01/2024 through 04/30/2024	Revenue List Price	Less Trade Discount	0.01 WHOLESALE Cost of doing business	0.08 LA SET Rate \$10.80/Cart	Wholesale before Markup	0.03 Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	0.01 RETAIL Cost of doing business	Retail Markup 6%	0.06 WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
LIGGETT VECTOR BRANDS																	
MAVERICK	\$53.99		\$0.54	\$54.53	\$10.80	\$65.33	\$1.96	\$67.29	\$67.29		\$0.68	\$67.97	\$4.0782	\$72.05	\$11.60	\$60.45	\$6.04
FORTUNA BRANDS	\$60.54		\$0.61	\$61.15	\$10.80	\$71.95	\$2.16	\$74.11	\$74.11		\$0.75	\$74.86	\$4.4915	\$79.35	\$0.00	\$79.35	\$7.94
RAVE BRANDS	\$60.54		\$0.61	\$61.15	\$10.80	\$71.95	\$2.16	\$74.11	\$74.11		\$0.75	\$74.86	\$4.4915	\$79.35	\$0.00	\$79.35	\$7.94
SALEM	\$78.74		\$0.79	\$79.53	\$10.80	\$90.33	\$2.71	\$93.04	\$93.04		\$0.94	\$93.98	\$5.6388	\$99.62	\$0.00	\$99.62	\$9.96
CROWNS BRANDS	\$25.59		\$0.26	\$25.85	\$10.80	\$36.65	\$1.10	\$37.75	\$37.75		\$0.38	\$38.13	\$2.2878	\$40.42	\$2.50	\$37.92	\$3.79
MONTCLAIR BRANDS	\$34.65		\$0.35	\$35.00	\$10.80	\$45.80	\$1.37	\$47.17	\$47.17		\$0.48	\$47.65	\$2.8592	\$50.51	\$1.20	\$49.31	\$4.93
SONOMA BRANDS	\$41.40		\$0.42	\$41.82	\$10.80	\$52.62	\$1.58	\$54.20	\$54.20		\$0.55	\$54.75	\$3.2849	\$58.03	\$15.90	\$42.13	\$4.21
EVE AMETHYST 120S BOX	\$66.39		\$0.67	\$67.06	\$10.80	\$77.86	\$2.34	\$80.20	\$80.20		\$0.81	\$81.01	\$4.8603	\$85.87	\$2.00	\$83.87	\$8.39
EVE MENTHOL EMERALD 120S BOX	\$66.39		\$0.67	\$67.06	\$10.80	\$77.86	\$2.34	\$80.20	\$80.20		\$0.81	\$81.01	\$4.8603	\$85.87	\$2.00	\$83.87	\$8.39
EVE SAPPHIRE 120S BOX	\$66.39		\$0.67	\$67.06	\$10.80	\$77.86	\$2.34	\$80.20	\$80.20		\$0.81	\$81.01	\$4.8603	\$85.87	\$2.00	\$83.87	\$8.39
EVE MENTHOL TURQUOISE 120S BOX	\$66.39		\$0.67	\$67.06	\$10.80	\$77.86	\$2.34	\$80.20	\$80.20		\$0.81	\$81.01	\$4.8603	\$85.87	\$2.00	\$83.87	\$8.39
GRAND PRIX NON FILTER KINGS BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
GRAND PRIX RED KINGS BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
GRAND PRIX RED 100S BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
GRAND PRIX BLUE KINGS BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
GRAND PRIX BLUE 100S BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
GRAND PRIX ORANGE 100S BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
GRAND PRIX MENTHOL GOLD KINGS BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
GRAND PRIX MENTHOL GOLD 100S BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
GRAND PRIX MENTHOL SILVER 100S BOX	\$60.99		\$0.61	\$61.60	\$10.80	\$72.40	\$2.17	\$74.57	\$74.57		\$0.75	\$75.32	\$4.5193	\$79.84	\$2.00	\$77.84	\$7.78
LIGGETT SELECT NON FILTER KINGS BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT RED KINGS BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT RED 100S BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT BLUE KINGS BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT BLUE 100S BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT ORANGE 100S BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT MENTHOL GOLD KINGS BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT MENTHOL GOLD 100S BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT MENTHOL SILVER KINGS BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
LIGGETT SELECT MENTHOL SILVER 100S BOX	\$63.94		\$0.64	\$64.58	\$10.80	\$75.38	\$2.26	\$77.64	\$77.64		\$0.78	\$78.42	\$4.7053	\$83.13	\$7.00	\$76.13	\$7.61
EAGLE 20'S NON FILTER KINGS BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S RED KINGS BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S RED 100S BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S BLUE KINGS BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S BLUE 100S BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S ORANGE KINGS BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S ORANGE 100S BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S MENTHOL GOLD KINGS BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S MENTHOL GOLD 100S BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S METHOL SILVER KINGS BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
EAGLE 20'S MENTHOL SILVER 100S BOX	\$47.95		\$0.48	\$48.43	\$10.80	\$59.23	\$1.78	\$61.01	\$61.01		\$0.62	\$61.63	\$3.6976	\$65.32	\$8.50	\$56.82	\$5.68
MONTEGO RED 100S BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20
MONTEGO BLUE 100S BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20
MONTEGO ORANGE 100S BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20
MONTEGO MENTHOL GOLD 100S BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20
MONTEGO MENTHOL SILVER 100S BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20
MONTEGO RED KINGS BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20
MONTEGO BLUE KINGS BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20



Louisiana Office of Alcohol and Tobacco Control

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VALID FOR 04/01/2024 through 04/30/2024	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																	
MONTEGO MENTHOL GOLD KINGS BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20
MONTEGO MENTHOL SILVER KINGS BOX	\$31.30		\$0.32	\$31.62	\$10.80	\$42.42	\$1.27	\$43.69	\$43.69		\$0.44	\$44.13	\$2.6480	\$46.78	\$4.75	\$42.03	\$4.20
PYRAMID NON FILTER KINGS BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID RED KINGS BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID RED 100S BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID BLUE KINGS BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID BLUE 100S BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID ORANGE KINGS BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID ORANGE 100S BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID MENTHOL GOLD KINGS BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID MENTHOL GOLD 100S BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID MENTHOL SILVER KINGS BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
PYRAMID MENTHOL SILVER 100S BOX	\$55.35		\$0.56	\$55.91	\$10.80	\$66.71	\$2.00	\$68.71	\$68.71		\$0.69	\$69.40	\$4.1641	\$73.57	\$2.00	\$71.57	\$7.16
USA	\$55.04		\$0.56	\$55.60	\$10.80	\$66.40	\$1.99	\$68.39	\$68.39		\$0.69	\$69.08	\$4.1449	\$73.23	\$0.00	\$73.23	\$7.32
SELECT	\$55.04		\$0.56	\$55.60	\$10.80	\$66.40	\$1.99	\$68.39	\$68.39		\$0.69	\$69.08	\$4.1449	\$73.23	\$0.00	\$73.23	\$7.32
NEW YORK CUT	\$56.34		\$0.57	\$56.91	\$10.80	\$67.71	\$2.03	\$69.74	\$69.74		\$0.70	\$70.44	\$4.2265	\$74.67	\$0.00	\$74.67	\$7.47
BLACK & GOLD (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
CIGARETTELLOS (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
HAVANA OVALS (CUBE) 5PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
HINT MENTHOL (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
MCD (ALL STYLES) (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
ECHO BRANDS	\$31.50		\$0.32	\$31.82	\$10.80	\$42.62	\$1.28	\$43.90	\$43.90		\$0.44	\$44.34	\$2.6603	\$47.00	\$0.00	\$47.00	\$4.70
EDGEFIELD	\$22.05		\$0.23	\$22.28	\$10.80	\$33.08	\$0.99	\$34.07	\$34.07		\$0.35	\$34.42	\$2.0653	\$36.49	\$0.00	\$36.49	\$3.65
BERLEY	\$18.75		\$0.19	\$18.94	\$10.80	\$29.74	\$0.89	\$30.63	\$30.63		\$0.31	\$30.94	\$1.8565	\$32.80	\$0.00	\$32.80	\$3.28
24/7	\$19.75		\$0.20	\$19.95	\$10.80	\$30.75	\$0.92	\$31.67	\$31.67		\$0.32	\$31.99	\$1.9196	\$33.91	\$0.00	\$33.91	\$3.39
ACE-India (Discontinued)	\$22.79		\$0.23	\$23.02	\$10.80	\$33.82	\$1.01	\$34.83	\$34.33	\$0.50	\$0.35	\$34.68	\$2.0811	\$36.77	\$0.00	\$36.77	\$3.68
GOLD CREST (Discontinued)	\$22.29		\$0.23	\$22.52	\$10.80	\$33.32	\$1.00	\$34.32	\$33.82	\$0.50	\$0.34	\$34.16	\$2.0496	\$36.21	\$0.00	\$36.21	\$3.62
JTI BRANDS																	
WAVE	\$49.69		\$0.50	\$48.69	\$10.80	\$60.99	\$1.83	\$62.82	\$57.82	\$5.00	\$0.58	\$58.40	\$3.5040	\$61.90	\$17.15	\$44.75	\$4.48
WINGS	\$35.05		\$0.36	\$35.41	\$10.80	\$46.21	\$1.39	\$47.60	\$47.60		\$0.48	\$48.08	\$2.8846	\$50.96	\$0.00	\$50.96	\$5.10
EXPORT 'A'	\$64.90		\$0.65	\$65.55	\$10.80	\$76.35	\$2.29	\$78.64	\$78.64	\$0.00	\$0.79	\$79.43	\$4.7658	\$84.20	\$0.00	\$84.20	\$8.42
LD BY L. DUCAT	\$29.45		\$0.30	\$29.75	\$10.80	\$40.55	\$1.22	\$41.77	\$36.77	\$5.00	\$0.37	\$37.14	\$2.2282	\$39.36	\$15.50	\$23.86	\$2.39
LD BY L. DUCAT - CLUB STYLES	\$57.29		\$0.58	\$57.87	\$10.80	\$68.67	\$2.06	\$70.73	\$70.73		\$0.71	\$71.44	\$4.2864	\$75.72651	\$0.00	\$75.73	\$7.57
CHEYENNE INTERNATIONAL																	
CHEYENNE	\$24.25		\$0.25	\$24.50	\$10.80	\$35.30	\$1.06	\$36.36	\$36.36		\$0.37	\$36.73	\$2.2037	\$38.93	\$0.00	\$38.93	\$3.89
DECADE	\$24.01		\$0.25	\$24.26	\$10.80	\$35.06	\$1.05	\$36.11	\$36.11		\$0.37	\$36.48	\$2.1889	\$38.67	\$0.00	\$38.67	\$3.87
AURA	\$41.59		\$0.42	\$42.01	\$10.80	\$52.81	\$1.58	\$54.39	\$44.39	\$10.00	\$0.45	\$44.84	\$2.6907	\$47.53	\$0.00	\$47.53	\$4.75
US LEAF/PREMIER BRANDS																	
1ST CLASS	\$41.25		\$0.42	\$41.67	\$10.80	\$52.47	\$1.57	\$54.04	\$50.04	\$4.00	\$0.51	\$50.55	\$3.0332	\$53.59		\$53.59	\$5.36
1839	\$40.95		\$0.41	\$41.36	\$10.80	\$52.16	\$1.56	\$53.72	\$53.72		\$0.54	\$54.26	\$3.2559	\$57.52	\$5.50	\$52.02	\$5.20
Ace	\$27.45		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$30.63	\$6.45	\$0.31	\$30.94	\$1.8564	\$32.80		\$32.80	\$3.28
SHIELD	\$41.25		\$0.42	\$41.67	\$10.80	\$52.47	\$1.57	\$54.04	\$54.04		\$0.55	\$54.59	\$3.2756	\$57.87	\$5.50	\$52.37	\$5.24
TRAFFIC	\$27.95		\$0.28	\$28.23	\$10.80	\$39.03	\$1.17	\$40.20	\$32.20	\$8.00	\$0.33	\$32.53	\$1.9519	\$34.48		\$34.48	\$3.45
ULTRA BUY	\$41.25		\$0.42	\$41.67	\$10.80	\$52.47	\$1.57	\$54.04	\$53.04	\$1.00	\$0.54	\$53.58	\$3.2150	\$56.80	\$4.45	\$52.35	\$5.23
WILDHORSE	\$41.25		\$0.42	\$41.67	\$10.80	\$52.47	\$1.57	\$54.04	\$54.04		\$0.55	\$54.59	\$3.2756	\$57.87	\$10.00	\$47.87	\$4.79
MANITOU	\$42.50		\$0.43	\$42.93	\$10.80	\$53.73	\$1.61	\$55.34	\$55.34		\$0.56	\$55.90	\$3.3541	\$59.26	\$3.00	\$56.26	\$5.63
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	\$0.00	\$36.42	\$3.64
CARNIVAL	\$23.60		\$0.24	\$23.84	\$10.80	\$34.64	\$1.04	\$35.68	\$35.68		\$0.36	\$36.04	\$2.1624	\$38.20	\$0.00	\$38.20	\$3.82



Louisiana Office of Alcohol and Tobacco Control
Commissioner Ernest Legier



			0.01		10.8		0.03				0.01		0.06					
VALID FOR 04/01/2024 through 04/30/2024	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																		
TIMELESS TIME	\$22.20		\$0.23	\$22.43	\$10.80	\$33.23	\$1.00	\$34.23		\$34.23		\$0.35	\$34.58	\$2.0746	\$36.65	\$0.00	\$36.65	\$3.67
THIS	\$17.20		\$0.18	\$17.38	\$10.80	\$28.18	\$0.85	\$29.03		\$29.03		\$0.30	\$29.33	\$1.7595	\$31.08	\$0.00	\$31.08	\$3.11