



Louisiana Office of Alcohol and Tobacco Control
Commissioner Ernest Legier



			0.01	10.8	0.03					0.01	0.06						
	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
Tuesday, January 11, 2022																	
10 Packs per Carton																	
MARLBORO MAINLINE GREEN PACKINGS																	
MARLBORO BOX & 100'S MENTHOL BOX	\$56.64		\$0.57	\$57.21	\$10.80	\$68.01	\$2.04	\$70.05	\$70.05		\$0.71	\$70.76	\$4.2456	\$75.01	\$10.50	\$64.51	\$6.45
MENTHOL SOFT PACK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
GOLD BOX & 100'S MENTHOL BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
GOLD SOFT PACK & 100'S MENTHOL SOFT PACK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
SILVER BOX & 100'S MENTHOL BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
MENTHOL RICH BLUE BOX & 100'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
BLUE BOX & 100'S MENTHOL BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
SKYLINE & 100'S MENTHOL BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
SMOOTH BOX & 100'S MENTHOL BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
MENTHOL ICE BOX, SMOOTH ICE BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
MARLBORO BOLD ICE	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$10.50	\$62.27	\$6.23
MARLBORO MAINLINE RED PACKINGS																	
MARLBORO BOX & 100'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$12.50	\$60.27	\$6.03
MARLBORO SOFT PACK & 100'S SOFT PACK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$12.50	\$60.27	\$6.03
MARLBORO BOX 5PK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$12.50	\$60.27	\$6.03
MARLBORO BOX 25'S	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$12.50	\$60.27	\$6.03
MARLBORO 83'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$12.50	\$60.27	\$6.03
RED LABEL BOX & 100'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$12.50	\$60.27	\$6.03
RED LABEL SOFT PACK & 100'S SOFT PACK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$12.50	\$60.27	\$6.03
MARLBORO MAINLINE GOLD PACKINGS																	
GOLD BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$11.50	\$61.27	\$6.13
GOLD 100'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$11.50	\$61.27	\$6.13
GOLD SOFT PACK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$11.50	\$61.27	\$6.13
GOLD 100'S SOFT PACK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$11.50	\$61.27	\$6.13
GOLD BOX 5PK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$11.50	\$61.27	\$6.13
GOLD BOX 25'S	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$11.50	\$61.27	\$6.13
MARLBORO NON-MENTHOL OTHER																	
NON-MENTHOL 100s, SILVER BOX & 100s	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$9.50	\$63.27	\$6.33
BLEND NO. 27 BOX, 100s AND SOFTPACK	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$9.50	\$63.27	\$6.33
SOUTHERN CUT	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$9.50	\$63.27	\$6.33
MARLBORO SPECIAL PRICE PROMOTED PACKINGS																	
MARLBORO BLACK NON-MENTHOL																	
NON-MENTHOL BLACK SPECIAL SELECT BOX & 100s BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$19.50	\$53.27	\$5.33
EDGE BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$19.50	\$53.27	\$5.33
MARLBORO BLACK MENTHOL																	
MENTHOL BLACK SPECIAL SELECT BOX & 100'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$19.50	\$53.27	\$5.33
MARLBORO NXT BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$19.50	\$53.27	\$5.33
MIDNIGHT MENTHOL BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$19.50	\$53.27	\$5.33
MENTHOL SLATE BOX & 100'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$19.50	\$53.27	\$5.33
MARLBORO SPECIAL SELECT PACKINGS																	
SPECIAL SELECT (RED PACK) BOX & 100'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$13.80	\$58.97	\$5.90
SPECIAL SELECT (GOLD PACK) BOX & 100'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$13.80	\$58.97	\$5.90
MARLBORO 72'S																	
72'S MENTHOL																	
72'S GREEN PACK BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$15.50	\$57.27	\$5.73
BLACK MENTHOL 72'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$15.50	\$57.27	\$5.73
72'S NON-MENTHOL																	
72'S BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$17.50	\$55.27	\$5.53
72'S GOLD PACK BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$17.50	\$55.27	\$5.53
72'S SILVER PACK BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$17.50	\$55.27	\$5.53
72'S BLUE PACK BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$17.50	\$55.27	\$5.53
BLEND NO. 54	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$17.50	\$55.27	\$5.53
MARLBORO BOLD ICE RESEAL BOX	\$54.64		\$0.55	\$55.19	\$10.80	\$65.99	\$1.98	\$67.97	\$67.97		\$0.68	\$68.65	\$4.1190	\$72.77	\$19.50	\$53.27	\$5.33
VIRGINIA BLEND	\$59.34		\$0.60	\$59.94	\$10.80	\$70.74	\$2.12	\$72.86	\$72.86		\$0.73	\$73.59	\$4.4155	\$78.01	\$78.01	\$7.80	
MERIT	\$71.20		\$0.72	\$71.92	\$10.80	\$82.72	\$2.48	\$85.20	\$85.20		\$0.86	\$86.06	\$5.1637	\$91.23	\$91.23	\$9.12	
PARLIAMENT	\$59.34		\$0.60	\$59.94	\$10.80	\$70.74	\$2.12	\$72.86	\$72.86		\$0.73	\$73.59	\$4.4155	\$78.01	\$78.01	\$7.80	
PLAYER'S	\$67.40		\$0.68	\$68.08	\$10.80	\$78.88	\$2.37	\$81.25	\$81.25		\$0.82	\$82.07	\$4.9240	\$86.99	\$86.99	\$8.70	
SARATOGA	\$67.40		\$0.68	\$68.08	\$10.80	\$78.88	\$2.37	\$81.25	\$81.25		\$0.82	\$82.07	\$4.9240	\$86.99	\$86.99	\$8.70	
VIRGINIA SLIMS	\$57.94		\$0.58	\$58.52	\$10.80	\$69.32	\$2.08	\$71.40	\$71.40		\$0.72	\$72.12	\$4.3272	\$76.45	\$76.45	\$7.64	



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



Tuesday, January 11, 2022		0.01	10.8	0.03	0.01	0.06														
	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 %	WS + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack				
10 Packs per Carton																				
BASIC	\$60.04		\$0.61 \$60.65	\$10.80	\$71.45	\$2.14	\$73.59		\$73.59		\$0.74 \$74.33	\$4.4600	\$78.79		\$78.79	\$7.88				
BENSON & HEDGES	\$59.34		\$0.60 \$59.94	\$10.80	\$70.74	\$2.12	\$72.86		\$72.86		\$0.73 \$73.59	\$4.4155	\$78.01		\$78.01	\$7.80				
BENSON & HEDGES KING SIZE	\$71.20		\$0.72 \$71.92	\$10.80	\$82.72	\$2.48	\$85.20		\$85.20		\$0.86 \$86.06	\$5.1637	\$91.23		\$91.23	\$9.12				
BENSON & HEDGES MENTHOL GREEN	\$71.20		\$0.72 \$71.92	\$10.80	\$82.72	\$2.48	\$85.20		\$85.20		\$0.86 \$86.06	\$5.1637	\$91.23	\$10.00	\$81.23	\$8.12				
CAMBRIDGE	\$62.03		\$0.63 \$62.66	\$10.80	\$73.46	\$2.20	\$75.66		\$75.66		\$0.76 \$76.42	\$4.5854	\$81.01		\$81.01	\$8.10				
CHESTERFIELD	\$50.04		\$0.51 \$50.55	\$10.80	\$61.35	\$1.84	\$63.19		\$63.19		\$0.64 \$63.83	\$3.8298	\$67.66	\$14.50	\$53.16	\$5.32				
COMMANDER	\$55.20		\$0.56 \$55.76	\$10.80	\$66.56	\$2.00	\$68.56		\$68.56		\$0.69 \$69.25	\$4.1548	\$73.40		\$73.40	\$7.34				
DAVE'S	\$47.94		\$0.48 \$48.42	\$10.80	\$59.22	\$1.78	\$61.00		\$61.00		\$0.61 \$61.61	\$3.6964	\$65.30		\$65.30	\$6.53				
ENGLISH OVALS	\$61.55		\$0.62 \$62.17	\$10.80	\$72.97	\$2.19	\$75.16		\$75.16		\$0.76 \$75.92	\$4.5551	\$80.47		\$80.47	\$8.05				
LARK	\$67.40		\$0.68 \$68.08	\$10.80	\$78.88	\$2.37	\$81.25		\$81.25		\$0.82 \$82.07	\$4.9240	\$86.99		\$86.99	\$8.70				
L&M	\$50.04		\$0.51 \$50.55	\$10.80	\$61.35	\$1.84	\$63.19		\$63.19		\$0.64 \$63.83	\$3.8298	\$67.66	\$1.50	\$66.16	\$6.62				
CAMEL REGULAR NF	\$74.30		\$0.75 \$75.05	\$10.80	\$85.85	\$2.58	\$88.43		\$88.43		\$0.89 \$89.32	\$5.3589	\$94.67		\$94.67	\$9.47				
CAMEL CRUSH RICH	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$12.70	\$67.09	\$6.71				
CAMEL CRUSH SMOOTH MENTHOL	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$12.70	\$67.09	\$6.71				
CAMEL MENTHOL	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$12.70	\$67.09	\$6.71				
CAMEL CLASSIC MENTHOL	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$12.70	\$67.09	\$6.71				
CAMEL MENTHOL SILVER	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$12.70	\$67.09	\$6.71				
CAMEL CLASSIC MENTHOL SILVER	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$12.70	\$67.09	\$6.71				
CAMEL CRUSH	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$12.70	\$67.09	\$6.71				
CAMEL BALANCE	\$53.94		\$0.54 \$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68 \$67.92	\$4.0751	\$71.99		\$71.99	\$7.20				
CAMEL GOLD KING/GOLD 100	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL JADE KING	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL JADE SILVER KING	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL BLUE KING BOX	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL BLUE KING CLASSIC	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL BLUE 99s/CLASSIC BLUE 99s	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL ROYAL KING	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL SILVER KING	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL FILTER KING BOX/CLASSIC FILTER KING BOX	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL FILTER KING SOFT PACK	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAMEL FILTER 99s/CLASSIC FILTER 99s	\$60.94		\$0.61 \$61.55	\$10.80	\$72.35	\$2.17	\$74.52		\$74.52		\$0.75 \$75.27	\$4.5162	\$79.79	\$14.20	\$65.59	\$6.56				
CAPRI	\$74.30		\$0.75 \$75.05	\$10.80	\$85.85	\$2.58	\$88.43		\$88.43		\$0.89 \$89.32	\$5.3589	\$94.67		\$94.67	\$9.47				
CARLTON	\$74.30		\$0.75 \$75.05	\$10.80	\$85.85	\$2.58	\$88.43		\$88.43		\$0.89 \$89.32	\$5.3589	\$94.67		\$94.67	\$9.47				
DORAL	\$61.64		\$0.62 \$62.26	\$10.80	\$73.06	\$2.19	\$75.25		\$75.25		\$0.76 \$76.01	\$4.5607	\$80.57		\$80.57	\$8.06				
DUNHILL	\$72.80		\$0.73 \$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86		\$0.87 \$87.73	\$5.2638	\$92.99		\$92.99	\$9.30				
ECLIPSE	\$69.48		\$0.70 \$70.18	\$10.80	\$80.98	\$2.43	\$83.41		\$83.41		\$0.84 \$84.25	\$5.0550	\$89.30		\$89.30	\$8.93				
GPC	\$63.94		\$0.64 \$64.58	\$10.80	\$75.38	\$2.26	\$77.64		\$77.64		\$0.78 \$78.42	\$4.7053	\$83.13		\$83.13	\$8.31				
KAMEL RED	\$58.54		\$0.59 \$59.13	\$10.80	\$69.93	\$2.10	\$72.03		\$72.03		\$0.73 \$72.76	\$4.3655	\$77.12		\$77.12	\$7.71				
KOOL	\$50.84		\$0.51 \$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65 \$64.66	\$3.8799	\$68.54	\$7.50	\$61.04	\$6.10				
LUCKY STRIKE (ALL STYLES EXCEPT NON-FILTER)	\$53.64		\$0.54 \$54.18	\$10.80	\$64.98	\$1.95	\$66.93		\$66.93		\$0.67 \$67.60	\$4.0560	\$71.66	\$26.20	\$45.46	\$4.55				
LUCKY STRIKE NON-FILTER	\$74.30		\$0.75 \$75.05	\$10.80	\$85.85	\$2.58	\$88.43		\$88.43		\$0.89 \$89.32	\$5.3589	\$94.67		\$94.67	\$9.47				
MISTY	\$53.92		\$0.54 \$54.46	\$10.80	\$65.26	\$1.96	\$67.22		\$67.22		\$0.68 \$67.90	\$4.0739	\$71.97		\$71.97	\$7.20				
MONARCH	\$63.94		\$0.64 \$64.58	\$10.80	\$75.38	\$2.26	\$77.64		\$77.64		\$0.78 \$78.42	\$4.7053	\$83.13		\$83.13	\$8.31				
MORE	\$72.80		\$0.73 \$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86		\$0.87 \$87.73	\$5.2638	\$92.99		\$92.99	\$9.30				
NOW	\$72.80		\$0.73 \$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86		\$0.87 \$87.73	\$5.2638	\$92.99		\$92.99	\$9.30				
PALL MALL NON FILTER & GOLD FILTER 100S	\$78.60		\$0.79 \$79.39	\$10.80	\$90.19	\$2.71	\$92.90		\$92.90		\$0.93 \$93.83	\$5.6295	\$99.46		\$99.46	\$9.95				
PALL MALL (ALL STYLES EXCEPT NON-FILTER, GOLD FILTER 100S & VINTAGE GOLD 100SP)	\$56.34		\$0.57 \$56.91	\$10.80	\$67.71	\$2.03	\$69.74		\$69.74		\$0.70 \$70.44	\$4.2265	\$74.67	\$15.80	\$58.87	\$5.89				
SALEM	\$52.34		\$0.53 \$52.87	\$10.80	\$63.67	\$1.91	\$65.58		\$65.58		\$0.66 \$66.24	\$3.9744	\$70.21		\$70.21	\$7.02				
STATE EXPRESS 555	\$72.80		\$0.73 \$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86		\$0.87 \$87.73	\$5.2638	\$92.99		\$92.99	\$9.30				
TAREYTON	\$72.80		\$0.73 \$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86		\$0.87 \$87.73	\$5.2638	\$92.99		\$92.99	\$9.30				
VANTAGE	\$72.80		\$0.73 \$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86		\$0.87 \$87.73	\$5.2638	\$92.99		\$92.99	\$9.30				
WINSTON	\$50.84		\$0.51 \$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65 \$64.66	\$3.8799	\$68.54	\$9.10	\$59.44	\$5.94				
NATURAL AMERICAN SPIRIT (Mellow Taste Menthol, Full Bodied Taste Menthol, Full Bodied Taste Organic& Mellow Taste Organic	\$62.74		\$0.63 \$63.37	\$10.80	\$74.17	\$2.23	\$76.40		\$76.40		\$0.77 \$77.17	\$4.6299	\$81.80		\$59.44	\$5.94				
NATURAL AMERICAN SPIRIT (Mellow Taste Menthol, Full Bodied Taste Menthol	\$61.94		\$0.62 \$62.56	\$10.80	\$73.36	\$2.20	\$75.56		\$75.56		\$0.76 \$76.32	\$4.5792	\$80.90	\$10.00	\$70.90	\$7.09				
NATURAL AMERICAN SPIRIT (Made with Organic Tobacco Smooth Taste)	\$61.94		\$0.62 \$62.56	\$10.80	\$73.36	\$2.20	\$75.56		\$75.56		\$0.76 \$76.32	\$4.5792	\$80.90	\$10.00	\$70.90	\$7.09				
NEWPORT MENTHOL	\$65.44		\$0.66 \$66.10	\$10.80	\$76.90	\$2.31	\$79.21		\$79.21		\$0.80 \$80.01	\$4.8004	\$84.81	\$16.90	\$67.91	\$6.79				
NEWPORT MENTHOL GOLD	\$65.44		\$0.66 \$66.10	\$10.80	\$76.90	\$2.31	\$79.21		\$79.21		\$0.80 \$80.01	\$4.8004	\$84.81	\$16.40	\$68.41	\$6.84				



**Louisiana Office of Alcohol and Tobacco
Control
Commissioner Ernest Legier**



			0.01	10.8		0.03					0.01		0.06				
	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	
Tuesday, January 11, 2022																	
10 Packs per Carton																	
NEWPORT MENTHOL BLUE	\$65.44		\$0.66	\$66.10	\$10.80	\$76.90	\$2.31	\$79.21	\$79.21		\$0.80	\$80.01	\$4.8004	\$84.81	\$21.90	\$62.91	\$6.29



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



		0.01	10.8	0.03		0.01	0.06											
Tuesday, January 11, 2022	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																		
NEWPORT MENTHOL PLATINUM BLUE KING BOX	\$65.44		\$0.66 \$66.10	\$10.80	\$76.90	\$2.31	\$79.21		\$79.21		\$0.80	\$80.01	\$4.8004	\$84.81	\$21.90	\$62.91	\$6.29	
NEWPORT MENTHOL PLATINUM BLUE 100s BOX	\$65.44		\$0.66 \$66.10	\$10.80	\$76.90	\$2.31	\$79.21		\$79.21		\$0.80	\$80.01	\$4.8004	\$84.81	\$21.90	\$62.91	\$6.29	
NEWPORT MENTHOL SMOOTH SELECT	\$49.84		\$0.50 \$50.34	\$10.80	\$61.14	\$1.83	\$62.97		\$62.97		\$0.63	\$63.60	\$3.8163	\$67.42	\$10.00	\$57.42	\$5.74	
NEWPORT NON-MENTHOL	\$52.64		\$0.53 \$53.17	\$10.80	\$63.97	\$1.92	\$65.89		\$65.89		\$0.66	\$66.55	\$3.9929	\$70.54		\$70.54	\$7.05	
KENT & KENT Golden & III	\$40.19		\$0.41 \$40.60	\$10.80	\$51.40	\$1.54	\$52.94		\$52.94		\$0.53	\$53.47	\$3.2083	\$56.68		\$56.68	\$5.67	
MAVERICK	\$58.94		\$0.59 \$59.53	\$10.80	\$70.33	\$2.11	\$72.44		\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56		\$77.56	\$7.76	
OLD GOLD	\$72.40		\$0.73 \$73.13	\$10.80	\$83.93	\$2.52	\$86.45		\$86.45		\$0.87	\$87.32	\$5.2391	\$92.56		\$92.56	\$9.26	
TRUE	\$47.19		\$0.48 \$47.67	\$10.80	\$58.47	\$1.75	\$60.22		\$60.22		\$0.61	\$60.83	\$3.6500	\$64.48	\$2.00	\$62.48	\$6.25	
EVE	\$49.99		\$0.50 \$50.49	\$10.80	\$61.29	\$1.84	\$63.13		\$63.13		\$0.64	\$63.77	\$3.8261	\$67.59	\$2.00	\$65.59	\$6.56	
GRAND PRIX	\$44.74		\$0.45 \$45.19	\$10.80	\$55.99	\$1.68	\$57.67		\$57.67		\$0.58	\$58.25	\$3.4950	\$61.74	\$4.00	\$57.74	\$5.77	
LIGGETT SELECT	\$47.54		\$0.48 \$48.02	\$10.80	\$58.82	\$1.76	\$60.58		\$60.58		\$0.61	\$61.19	\$3.6717	\$64.87	\$5.75	\$59.12	\$5.91	
EAGLE 20'S	\$33.65		\$0.34 \$33.99	\$10.80	\$44.79	\$1.34	\$46.13		\$46.13		\$0.47	\$46.60	\$2.7962	\$49.40	\$1.00	\$48.40	\$4.84	
PYRAMID	\$41.05		\$0.42 \$41.47	\$10.80	\$52.27	\$1.57	\$53.84		\$53.84		\$0.54	\$54.38	\$3.2627	\$57.64		\$57.64	\$5.76	
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	\$10.00	\$63.23	\$6.32	
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		\$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		\$74.67	\$7.47	
NAT'S	\$35.64		\$0.36 \$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66		\$45.66	\$9.13	
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		\$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		\$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		\$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		\$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		\$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		\$45.66	\$9.13	
ORIGINALS (ALL STYLES)(CUBE)																		
USA GOLD BRANDS	\$41.35		\$0.42 \$41.77	\$10.80	\$52.57	\$1.58	\$54.15		\$54.15		\$0.55	\$54.70	\$3.2818	\$57.98		\$57.98	\$5.80	
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	\$13.90	\$36.89	\$3.69	
RAVE BRANDS	\$35.34		\$0.36 \$35.70	\$10.80	\$46.50	\$1.40	\$47.90		\$47.90		\$0.48	\$48.38	\$2.9025	\$51.28		\$51.28	\$5.13	
MONTCLAIR BRANDS	\$26.15		\$0.27 \$26.42	\$10.80	\$37.22	\$1.12	\$38.34		\$38.34		\$0.39	\$38.73	\$2.3236	\$41.05	\$6.50	\$34.55	\$3.46	
FORTUNA BRANDS	\$35.34		\$0.36 \$35.70	\$10.80	\$46.50	\$1.40	\$47.90		\$47.90		\$0.48	\$48.38	\$2.9025	\$51.28		\$51.28	\$5.13	
CROWNS BRANDS	\$19.99		\$0.20 \$20.19	\$10.80	\$30.99	\$0.93	\$31.92		\$31.92		\$0.32	\$32.24	\$1.9344	\$34.17		\$34.17	\$3.42	
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		\$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		\$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		\$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		\$33.91	\$3.39	
ACE	\$22.79		\$0.23 \$23.02	\$10.80	\$33.82	\$1.01	\$34.83	\$0.50	\$34.33		\$0.35	\$34.68	\$2.0811	\$36.77	\$2.40	\$34.37	\$3.44	
GOLD CREST	\$22.29		\$0.23 \$22.52	\$10.80	\$33.32	\$1.00	\$34.32	\$0.50	\$33.82		\$0.34	\$34.16	\$2.0496	\$36.21		\$36.21	\$3.62	
WAVE	\$46.29		\$0.47 \$46.76	\$10.80	\$57.56	\$1.73	\$59.29	\$5.00	\$54.29		\$0.55	\$54.84	\$3.2902	\$58.13	\$18.15	\$39.98	\$4.00	
WINGS	\$32.65		\$0.33 \$32.98	\$10.80	\$43.78	\$1.31	\$45.09		\$45.09		\$0.46	\$45.55	\$2.7332	\$48.29	\$6.75	\$41.54	\$4.15	
EXPORT 'A'	\$59.00		\$0.59 \$59.59	\$10.80	\$70.39	\$2.11	\$72.50	\$0.00	\$72.50		\$0.73	\$73.23	\$4.3939	\$77.63	\$0.00	\$77.63	\$7.76	
LD	\$28.45		\$0.29 \$28.74	\$10.80	\$39.54	\$1.19	\$40.73	\$5.00	\$35.73		\$0.36	\$36.09	\$2.1652	\$38.25	\$12.80	\$25.45	\$2.55	
LD CLUB	\$56.29		\$0.57 \$56.86		\$67.66	\$2.03	\$69.69		\$69.69		\$0.70	\$70.39	\$4.2234	#####		\$74.61	\$7.46	
CHEYENNE	\$21.37		\$0.22 \$21.59	\$10.80	\$32.39	\$0.97	\$33.36		\$33.36		\$0.34	\$33.70	\$2.0221	\$35.72		\$35.72	\$3.57	
DECADE	\$20.81		\$0.21 \$21.02	\$10.80	\$31.82	\$0.95	\$32.77		\$32.77		\$0.33	\$33.10	\$1.9863	\$35.09		\$35.09	\$3.51	
AURA	\$29.99		\$0.30 \$30.29	\$10.80	\$41.09	\$1.23	\$42.32	\$5.00	\$37.32		\$0.38	\$37.70	\$2.2622	\$39.96		\$39.96	\$4.00	
1ST CLASS	\$29.85		\$0.30 \$30.15	\$10.80	\$40.95	\$1.23	\$42.18	\$4.00	\$38.18		\$0.39	\$38.57	\$2.3141	\$40.88		\$40.88	\$4.09	
1839	\$29.55		\$0.30 \$29.85	\$10.80	\$40.65	\$1.22	\$41.87		\$41.87		\$0.42	\$42.29	\$2.5374	\$44.83	\$5.50	\$39.33	\$3.93	
SHIELD	\$29.85		\$0.30 \$30.15	\$10.80	\$40.95	\$1.23	\$42.18		\$42.18		\$0.43	\$42.61	\$2.5565	\$45.17	\$5.50	\$39.67	\$3.97	
TRAFFIC	\$25.65		\$0.26 \$25.91	\$10.80	\$36.71	\$1.10	\$37.81	\$3.95	\$33.86		\$0.34	\$34.20	\$2.0521	\$36.25		\$36.25	\$3.63	
ULTRA BUY	\$29.85		\$0.30 \$30.15	\$10.80	\$40.95	\$1.23	\$42.18	\$1.00	\$41.18		\$0.42	\$41.60	\$2.4959	\$44.09	\$4.45	\$39.64	\$3.96	
WILDHORSE	\$29.85		\$0.30 \$30.15	\$10.80	\$40.95	\$1.23	\$42.18	\$2.00	\$40.18		\$0.41	\$40.59	\$2.4353	\$43.02	\$3.00	\$40.02	\$4.00	
MANITOU	\$52.35		\$0.53 \$52.88	\$10.80	\$63.68	\$1.91	\$65.59	\$1.00	\$64.59		\$0.65	\$65.24	\$3.9144	\$69.15	\$5.00	\$64.15	\$6.42	



Louisiana Office of Alcohol and Tobacco Control
Commissioner Ernest Legier



			0.01		10.8		0.03					0.01		0.06					
Tuesday, January 11, 2022	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																			
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	
			\$0.00		\$10.80		\$0.00	\$0.00		\$0.00		\$0.00	\$0.00	\$0.0000	\$0.00		\$0.00	\$0.00	
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		\$38.20	\$3.82	
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		\$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		\$31.08	\$3.11	
SMK FRIENDLY BRANDS	\$23.71		\$0.24	\$23.95	\$10.80	\$34.75	\$1.04	\$35.79		\$35.79		\$0.36	\$36.15	\$2.1692	\$38.32		\$37.14	\$3.71	