



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



		0.01	10.8	0.03					0.01	0.06							
Tuesday, December 29, 2020	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup 6%	WS + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
<b>10 Packs per Carton</b>																	
<b>MARLBORO MAINLINE GREEN PACKINGS</b>																	
MARLBORO BOX & 100'S MENTHOL BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
MENTHOL SOFT PACK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
GOLD BOX & 100'S MENTHOL BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
GOLD SOFT PACK & 100'S MENTHOL SOFT PACK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
SILVER BOX & 100'S MENTHOL BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
MENTHOL RICH BLUE BOX & 100'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
BLUE BOX & 100'S MENTHOL BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
SKYLINE & 100'S MENTHOL BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
SMOOTH BOX & 100'S MENTHOL BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
MENTHOL ICE BOX, SMOOTH ICE BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
MARLBORO BOLD ICE	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.50	\$60.72	\$6.07
<b>MARLBORO MAINLINE RED PACKINGS</b>																	
MARLBORO BOX & 100'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$12.50	\$58.72	\$5.87
MARLBORO SOFT PACK & 100'S SOFT PACK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$12.50	\$58.72	\$5.87
MARLBORO BOX 5PK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$12.50	\$58.72	\$5.87
MARLBORO BOX 25'S	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$12.50	\$58.72	\$5.87
MARLBORO 83'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$12.50	\$58.72	\$5.87
RED LABEL BOX & 100'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$12.50	\$58.72	\$5.87
RED LABEL SOFT PACK & 100'S SOFT PACK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$12.50	\$58.72	\$5.87
<b>MARLBORO MAINLINE GOLD PACKINGS</b>																	
GOLD BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$11.50	\$59.72	\$5.97
GOLD 100'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$11.50	\$59.72	\$5.97
GOLD SOFT PACK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$11.50	\$59.72	\$5.97
GOLD 100'S SOFT PACK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$11.50	\$59.72	\$5.97
GOLD BOX 5PK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$11.50	\$59.72	\$5.97
GOLD BOX 25'S	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$11.50	\$59.72	\$5.97
<b>MARLBORO NON-MENTHOL OTHER</b>																	
NON-MENTHOL 100s, SILVER BOX & 100s	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$9.50	\$61.72	\$6.17
BLEND NO. 27 BOX, 100s AND SOFTPACK	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$9.50	\$61.72	\$6.17
SOUTHERN CUT	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$9.50	\$61.72	\$6.17
<b>MARLBORO SPECIAL PRICE PROMOTED PACKINGS</b>																	
<b>MARLBORO BLACK NON-MENTHOL</b>																	
NON-MENTHOL BLACK SPECIAL SELECT BOX & 100s BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$19.50	\$51.72	\$5.17
EDGE BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$19.50	\$51.72	\$5.17
<b>MARLBORO BLACK MENTHOL</b>																	
MENTHOL BLACK SPECIAL SELECT BOX & 100'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$19.50	\$51.72	\$5.17
MARLBORO NXT BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$19.50	\$51.72	\$5.17
MIDNIGHT MENTHOL BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$19.50	\$51.72	\$5.17
MENTHOL SLATE BOX & 100'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$19.50	\$51.72	\$5.17
<b>MARLBORO SPECIAL SELECT PACKINGS</b>																	
SPECIAL SELECT (RED PACK) BOX & 100'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$13.80	\$57.42	\$5.74
SPECIAL SELECT (GOLD PACK) BOX & 100'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$13.80	\$57.42	\$5.74
<b>MARLBORO 72'S</b>																	
<b>72's MENTHOL</b>																	
72'S GREEN PACK BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$15.50	\$55.72	\$5.57
BLACK MENTHOL 72'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$15.50	\$55.72	\$5.57
<b>72's NON-MENTHOL</b>																	
72'S BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$17.50	\$53.72	\$5.37
72'S GOLD PACK BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$17.50	\$53.72	\$5.37
72'S SILVER PACK BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$17.50	\$53.72	\$5.37
72'S BLUE PACK BOX	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$17.50	\$53.72	\$5.37
BLEND NO. 54	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52	\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$71.22	\$7.12	
<b>MARLBORO BOLD ICE RESEAL BOX</b>																	
VIRGINIA BLEND	\$49.24		\$0.50	\$49.74	\$10.80	\$60.54	\$1.82	\$62.36	\$62.36		\$0.63	\$62.99	\$3.7792	\$66.77		\$66.77	\$6.68
MERIT	\$69.80		\$0.70	\$70.50	\$10.80	\$81.30	\$2.44	\$83.74	\$83.74		\$0.84	\$84.58	\$5.0747	\$89.65		\$89.65	\$8.97
PARLIAMENT	\$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
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



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



			0.01		10.8		0.03				0.01		0.06				
Tuesday, December 29, 2020		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																	
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



	0.01	10.8	0.03	0.01	0.06																							
	Revenue	Less Trade	WHOLESALE		LA SET Rate	Wholesale	Wholesale		Rebate	Wholesale	Less Trade	RETAIL Cost		Retail Mark	WS + Mark	Rebate	RETAIL	RETAIL										
Tuesday, December 29, 2020	List Price	Discount	Cost of doing business		\$10.80/Cart	before Markup	Markup 3%	Plus MU	Required to be passed on	Min to Retailer	Discount	of doing business		up 6%	Up	Required to be passed on	Min price per carton	Minimum \$ / Pack										
<b>10 Packs per Carton</b>																												
BASIC	\$58.64		\$0.59	\$59.23	\$10.80	\$70.03	\$2.10	\$72.13		\$72.13		\$0.73	\$72.86	\$4.3717	\$77.23		\$77.23	\$7.72										
BENSON & HEDGES	\$69.80		\$0.70	\$70.50	\$10.80	\$81.30	\$2.44	\$83.74		\$83.74		\$0.84	\$84.58	\$5.0747	\$89.65		\$89.65	\$8.97										
BENSON & HEDGES KING SIZE	\$60.30		\$0.61	\$60.91	\$10.80	\$71.71	\$2.15	\$73.86		\$73.86		\$0.74	\$74.60	\$4.4761	\$79.08		\$79.08	\$7.91										
BENSON & HEDGES MENTHOL GREEN	\$53.24		\$0.54	\$53.78	\$10.80	\$64.58	\$1.94	\$66.52		\$66.52		\$0.67	\$67.19	\$4.0312	\$71.22	\$10.00	\$61.22	\$6.12										
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	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73		\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$14.50	\$51.59	\$5.16										
COMMANDER	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56		\$68.56		\$0.69	\$69.25	\$4.1548	\$73.40		\$73.40	\$7.34										
DAVE'S	\$47.94		\$0.48	\$48.42	\$10.80	\$59.22	\$1.78	\$61.00		\$61.00		\$0.61	\$61.61	\$3.6964	\$65.30		\$65.30	\$6.53										
ENGLISH OVALS	\$61.55		\$0.62	\$62.17	\$10.80	\$72.97	\$2.19	\$75.16		\$75.16		\$0.76	\$75.92	\$4.5551	\$80.47		\$80.47	\$8.05										
LARK	\$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	\$48.64		\$0.49	\$49.13	\$10.80	\$59.93	\$1.80	\$61.73		\$61.73		\$0.62	\$62.35	\$3.7409	\$66.09	\$8.30	\$57.79	\$5.78										
<b>CAMEL REGULAR NF</b>																												
CAMEL REGULAR NF	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06		\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00										
CAMEL CRUSH RICH	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$6.70	\$65.29	\$6.53										
CAMEL CRUSH SMOOTH MENTHOL	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$6.70	\$65.29	\$6.53										
CAMEL MENTHOL	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$6.70	\$65.29	\$6.53										
CAMEL CLASSIC MENTHOL	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL MENTHOL SILVER	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$6.70	\$65.29	\$6.53										
CAMEL CLASSIC MENTHOL SILVER	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL CRUSH	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$6.70	\$65.29	\$6.53										
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	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL JADE KING	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL JADE SILVER KING	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL BLUE KING BOX	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL BLUE KING CLASSIC	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL BLUE 99s/CLASSIC BLUE 99s	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL ROYAL KING	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL SILVER KING	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL FILTER KING BOX/CLASSIC FILTER KING BOX	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
CAMEL FILTER KING SOFT PACK	\$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 FILTER 99s/CLASSIC FILTER 99s	\$53.94		\$0.54	\$54.48	\$10.80	\$65.28	\$1.96	\$67.24		\$67.24		\$0.68	\$67.92	\$4.0751	\$71.99	\$8.20	\$63.79	\$6.38										
<b>CAPRI</b>																												
CAPRI	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06		\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00										
CARLTON	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06		\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00										
DORAL	\$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										
DUNHILL	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06		\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00										
ECLIPSE	\$66.78		\$0.67	\$67.45	\$10.80	\$78.25	\$2.35	\$80.60		\$80.60		\$0.81	\$81.41	\$4.8845	\$86.29		\$86.29	\$8.63										
GPC	\$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										
KAMEL RED	\$53.54		\$0.54	\$54.08	\$10.80	\$64.88	\$1.95	\$66.83		\$66.83		\$0.67	\$67.50	\$4.0498	\$71.55		\$71.55	\$7.15										
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)	\$49.34		\$0.50	\$49.84	\$10.80	\$60.64	\$1.82	\$62.46		\$62.46		\$0.63	\$63.09	\$3.7854	\$66.87	\$20.00	\$46.87	\$4.69										
LUCKY STRIKE NON-FILTER	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06		\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00										
MISTY	\$51.22		\$0.52	\$51.74	\$10.80	\$62.54	\$1.88	\$64.42		\$64.42		\$0.65	\$65.07	\$3.9040	\$68.97		\$68.97	\$6.90										
MONARCH	\$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										
MORE	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06		\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00										
NOW	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06		\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00										
PALL MALL NON FILTER & GOLD FILTER 100S	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06		\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00										
<b>PALL MALL (ALL STYLES EXCEPT NON-FILTER, GOLD FILTER 100S &amp; VINTAGE GOLD 100SP)</b>																												
PALL MALL (ALL STYLES EXCEPT NON-FILTER, GOLD FILTER 100S & VINTAGE GOLD 100SP)	\$49.34		\$0.50	\$49.84	\$10.80	\$60.64	\$1.82	\$62.46		\$62.46		\$0.63	\$63.09	\$3.7854	\$66.87	\$17.40	\$49.47	\$4.95										
SALEM	\$52.34		\$0.53	\$52.87	\$10.80	\$63.67	\$1.91	\$65.58		\$65.58		\$0.66	\$66.24	\$3														



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



		0.01		10.8		0.03				0.01		0.06						
Tuesday, December 29, 2020		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		\$58.44		\$0.59	\$59.03	\$10.80	\$69.83	\$2.09	\$71.92	\$71.92		\$0.72	\$72.64	\$4.3587	\$77.00	\$21.50	\$55.50	\$5.55



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



	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	
Tuesday, December 29, 2020																	
<b>10 Packs per Carton</b>																	
NEWPORT MENTHOL PLATINUM BLUE 100s BOX	\$58.44		\$0.59	\$59.03	\$10.80	\$69.83	\$2.09	\$71.92	\$71.92		\$0.72	\$72.64	\$4.3587	\$77.00	\$21.50	\$55.50	\$5.55
NEWPORT MENTHOL PLATINUM KING BOX	\$58.44		\$0.59	\$59.03	\$10.80	\$69.83	\$2.09	\$71.92	\$71.92		\$0.72	\$72.64	\$4.3587	\$77.00		\$77.00	\$7.70
NEWPORT MENTHOL PLATINUM 100s BOX	\$58.44		\$0.59	\$59.03	\$10.80	\$69.83	\$2.09	\$71.92	\$71.92		\$0.72	\$72.64	\$4.3587	\$77.00		\$77.00	\$7.70
NEWPORT MENTHOL SMOOTH SELECT	\$58.44		\$0.59	\$59.03	\$10.80	\$69.83	\$2.09	\$71.92	\$71.92		\$0.72	\$72.64	\$4.3587	\$77.00	\$21.50	\$55.50	\$5.55
NEWPORT NON-MENTHOL	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$58.61		\$0.59	\$59.20	\$3.5518	\$62.75	\$9.00	\$53.75	\$5.37
KENT & KENT Golden & III	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06	\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00
MAVERICK	\$37.89		\$0.38	\$38.27	\$10.80	\$49.07	\$1.47	\$50.54	\$50.54		\$0.51	\$51.05	\$3.0631	\$54.12		\$54.12	\$5.41
OLD GOLD	\$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
TRUE	\$70.10		\$0.71	\$70.81	\$10.80	\$81.61	\$2.45	\$84.06	\$84.06		\$0.85	\$84.91	\$5.0945	\$90.00		\$90.00	\$9.00
EVE	\$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
GRAND PRIX	\$41.79		\$0.42	\$42.21	\$10.80	\$53.01	\$1.59	\$54.60	\$54.60		\$0.55	\$55.15	\$3.3090	\$58.46	\$2.00	\$56.46	\$5.65
LIGGETT SELECT	\$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
EAGLE 20'S	\$30.85		\$0.31	\$31.16	\$10.80	\$41.96	\$1.26	\$43.22	\$43.22		\$0.44	\$43.66	\$2.6195	\$46.28	\$5.75	\$40.53	\$4.05
PYRAMID	\$38.25		\$0.39	\$38.64	\$10.80	\$49.44	\$1.48	\$50.92	\$50.92		\$0.51	\$51.43	\$3.0860	\$54.52	\$1.00	\$53.52	\$5.35
USA	\$31.95		\$0.32	\$32.27	\$10.80	\$43.07	\$1.29	\$44.36	\$44.36		\$0.45	\$44.81	\$2.6887	\$47.50		\$47.50	\$4.75
Cube pricing is for 5 packs per Cube																	
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	\$10.00	\$63.23	\$6.32
NEW YORK CUT	\$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
NAT'S	\$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
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)	\$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
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	\$34.83	\$0.50	\$0.50	\$34.33	\$0.35	\$34.68	\$2.0811	\$36.77	\$2.40
GOLD CREST	\$22.29		\$0.23	\$22.52	\$10.80	\$33.32	\$1.00	\$34.32	\$34.32	\$0.50	\$0.50	\$33.82	\$0.34	\$34.16	\$2.0496	\$36.21	\$3.62
WAVE	\$43.49		\$0.44	\$43.93	\$10.80	\$54.73	\$1.64	\$56.37	\$56.37	\$5.00	\$5.00	\$51.37	\$0.52	\$51.89	\$3.1135	\$55.01	\$16.30
WINGS	\$31.25		\$0.32	\$31.57	\$10.80	\$42.37	\$1.27	\$43.64	\$43.64		\$0.44	\$44.08	\$2.6449	\$46.73	\$6.75	\$39.98	\$4.00
EXPORT 'A'	\$56.20		\$0.57	\$56.77	\$10.80	\$67.57	\$2.03	\$69.60	\$69.60		\$0.70	\$70.30	\$4.2178	\$74.51		\$74.51	\$7.45
LD	\$27.05		\$0.28	\$27.33	\$10.80	\$38.13	\$1.14	\$39.27	\$39.27	\$5.00	\$5.00	\$34.27	\$0.35	\$34.62	\$2.0774	\$36.70	\$11.00
LD CLUB	\$53.49		\$0.54	\$54.03	\$10.80	\$64.83	\$1.94	\$66.77	\$66.77		\$0.67	\$67.44	\$4.0467	\$71.49		\$71.49	\$7.15
CHEYENNE	\$21.37		\$0.22	\$21.59	\$10.80	\$32.39	\$0.97	\$33.36	\$33.36		\$0.34	\$33.70	\$2.0221	\$35.72		\$35.72	\$3.57
DECADE	\$20.81		\$0.21	\$21.02	\$10.80	\$31.82	\$0.95	\$32.77	\$32.77		\$0.33	\$33.10	\$1.9863	\$35.09		\$35.09	\$3.51
AURA	\$29.99		\$0.30	\$30.29	\$10.80	\$41.09	\$1.23	\$42.32	\$42.32	\$5.00	\$5.00	\$37.32	\$0.38	\$37.70	\$2.2622	\$39.96	\$4.00
SENECA 120'S	\$26.34	\$0.25	\$0.27	\$26.36	\$10.80	\$37.16	\$1.11	\$38.27	\$38.27	\$1.00	\$1.00	\$37.27	\$0.38	\$37.65	\$2.2593	\$39.91	\$5.00
SENECA	\$23.84	\$0.41	\$0.24	\$23.67	\$10.80	\$34.47	\$1.03	\$35.50	\$35.50	\$1.00	\$1.00	\$34.50	\$0.35	\$34.85	\$2.0912	\$36.95	\$5.00
COUTURE	\$24.40		\$0.25	\$24.65	\$10.80	\$35.45	\$1.06	\$36.51	\$36.51	\$1.00	\$1.00	\$35.51	\$0.36	\$35.87	\$2.1524	\$38.03	\$3.80
1ST CLASS	\$29.85		\$0.30	\$30.15	\$10.80	\$40.95	\$1.23	\$42.18	\$42.18	\$4.00	\$4.00	\$38.18	\$0.39	\$38.57	\$2.3141	\$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



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



			0.01		10.8		0.03				0.01		0.06					
Tuesday, December 29, 2020	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business		LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Markup 6%	WS + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
<b>10 Packs per Carton</b>																		
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
SMOKIN' JOES MARKET	\$22.00		\$0.22	\$22.22	\$10.80	\$33.02	\$0.99	\$34.01		\$34.01		\$0.35	\$34.36	\$2.0616	\$36.42		\$36.42	\$3.64
CARNIVAL	\$22.60		\$0.23	\$22.83	\$10.80	\$33.63	\$1.01	\$34.64		\$34.64		\$0.35	\$34.99	\$2.0993	\$37.09		\$37.09	\$3.71
TIMELESS TIME	\$21.20		\$0.22	\$21.42	\$10.80	\$32.22	\$0.97	\$33.19		\$33.19		\$0.34	\$33.53	\$2.0116	\$35.54		\$35.54	\$3.55
THIS	\$16.70		\$0.17	\$16.87	\$10.80	\$27.67	\$0.83	\$28.50		\$28.50		\$0.29	\$28.79	\$1.7274	\$30.52		\$30.52	\$3.05
SMK FRIENDLY BRANDS	\$29.64		\$0.30	\$29.94	\$10.80	\$40.74	\$1.22	\$41.96		\$41.96		\$0.42	\$42.38	\$2.5429	\$44.93		\$44.93	\$4.49
DOSAL 305	\$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