



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



			0.01		10.8	0.03					0.01		0.06						
VALID FOR 04/01/2025 through 04/30/2025	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																			
MARLBORO SPECIAL SELECT PACKINGS-																			
MARLBORO SPECIAL SELECT GOLD KING BOX	\$76.94	2.20	\$0.75	\$75.49	\$10.80	\$86.29	\$2.59	\$88.88		\$88.88		\$0.89	\$89.77	\$5.3861	\$95.15	\$17.50	\$77.65	\$7.77	
MARLBORO SPECIAL SELECT GOLD 100 BOX	\$76.94	2.20	\$0.75	\$75.49	\$10.80	\$86.29	\$2.59	\$88.88		\$88.88		\$0.89	\$89.77	\$5.3861	\$95.15	\$17.50	\$77.65	\$7.77	
MARLBORO SPECIAL SELECT RED KING BOX	\$76.94	2.20	\$0.75	\$75.49	\$10.80	\$86.29	\$2.59	\$88.88		\$88.88		\$0.89	\$89.77	\$5.3861	\$95.15	\$17.50	\$77.65	\$7.77	
MARLBORO SPECIAL SELECT RED 100 BOX	\$76.94	2.20	\$0.75	\$75.49	\$10.80	\$86.29	\$2.59	\$88.88		\$88.88		\$0.89	\$89.77	\$5.3861	\$95.15	\$17.50	\$77.65	\$7.77	
MARLBORO SPECIAL BLEND GREEN KING BOX	\$79.44	2.20	\$0.78	\$78.02	\$10.80	\$88.82	\$2.66	\$91.48		\$91.48		\$0.92	\$92.40	\$5.5443	\$97.95	\$17.50	\$80.45	\$8.04	
MARLBORO SPECIAL BLEND GREEN 100 BOX	\$79.44	2.20	\$0.78	\$78.02	\$10.80	\$88.82	\$2.66	\$91.48		\$91.48		\$0.92	\$92.40	\$5.5443	\$97.95	\$17.50	\$80.45	\$8.04	
MARLBORO 72'S																			
MARLBORO 72s BOX	\$76.94	2.20	\$0.75	\$75.49	\$10.80	\$86.29	\$2.59	\$88.88		\$88.88		\$0.89	\$89.77	\$5.3861	\$95.15	\$22.50	\$72.65	\$7.27	
MARLBORO 72s GOLD BOX	\$76.94	2.20	\$0.75	\$75.49	\$10.80	\$86.29	\$2.59	\$88.88		\$88.88		\$0.89	\$89.77	\$5.3861	\$95.15	\$22.50	\$72.65	\$7.27	
MARLBORO 72s SILVER BOX	\$76.94	2.20	\$0.75	\$75.49	\$10.80	\$86.29	\$2.59	\$88.88		\$88.88		\$0.89	\$89.77	\$5.3861	\$95.15	\$22.50	\$72.65	\$7.27	
MARLBORO 72s GREEN BOX	\$79.44	2.20	\$0.78	\$78.02	\$10.80	\$88.82	\$2.66	\$91.48		\$91.48		\$0.92	\$92.40	\$5.5443	\$97.95	\$22.50	\$75.45	\$7.54	
MARLBORO 72s BLACK BOX	\$79.44	2.20	\$0.78	\$78.02	\$10.80	\$88.82	\$2.66	\$91.48		\$91.48		\$0.92	\$92.40	\$5.5443	\$97.95	\$22.50	\$75.45	\$7.54	
MERIT																			
MERIT GOLD PACK FILTER KING BOX	\$99.80		\$1.00	\$100.80	\$10.80	\$111.60	\$3.35	\$114.95		\$114.95		\$1.15	\$116.10	\$6.9659	\$123.06	\$0.00	\$123.06	\$12.31	
MERIT BLUE PACK FILTER KING BOX	\$99.80		\$1.00	\$100.80	\$10.80	\$111.60	\$3.35	\$114.95		\$114.95		\$1.15	\$116.10	\$6.9659	\$123.06	\$0.00	\$123.06	\$12.31	
MERIT BLUE PACK 100s FILTER BOX	\$99.80		\$1.00	\$100.80	\$10.80	\$111.60	\$3.35	\$114.95		\$114.95		\$1.15	\$116.10	\$6.9659	\$123.06	\$0.00	\$123.06	\$12.31	
PARLIAMENT																			
PARLIAMENT BLUE PACK FILTER LONG SIZE BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$20.00	\$89.86	\$8.99	
PARLIAMENT WHITE PACK FILTER LONG SIZE BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$20.00	\$89.86	\$8.99	
PARLIAMENT WHITE PACK 100s FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$20.00	\$89.86	\$8.99	
PARLIAMENT WHITE PACK MENTHOL FILTER LONG SIZE BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$20.00	\$89.86	\$8.99	
PARLIAMENT WHITE PACK 100s MENTHOL FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$20.00	\$89.86	\$8.99	
PARLIAMENT SILVER PACK FILTER LONG SIZE BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$20.00	\$89.86	\$8.99	
PARLIAMENT SILVER PACK MENTHOL FILTER LONG SIZE BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$20.00	\$89.86	\$8.99	
PARLIAMENT GREEN PACK MENTHOL FILTER LONG SIZE BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$20.00	\$89.86	\$8.99	
VIRGINIA SLIMS																			
VIRGINIA SLIMS FILTER 100 BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS GOLD PACK 100s FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS GOLD PACK 120s FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS SILVER PACK 100s FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS SILVER PACK 120s FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS SUPERSLIMS FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS MENTHOL FILTER 100s BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS GOLD PACK 100s MENTHOL FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS GOLD PACK 120s MENTHOL FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS SILVER PACK 100s MENTHOL FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	
VIRGINIA SLIMS SILVER PACK 120s MENTHOL FILTER BOX	\$87.94		\$0.88	\$88.82	\$10.80	\$99.62	\$2.99	\$102.61		\$102.61		\$1.03	\$103.64	\$6.2183	\$109.86	\$5.00	\$104.86	\$10.49	



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



VALID FOR 04/01/2025 through 04/30/2025	0.01				10.8			0.03			0.01			0.06			Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
	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 + Markup						
10 Packs per Carton																			
PALL MALL SELECT RED 80 BX \$1.00*	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46		\$77.46	\$7.75		
PALL MALL SELECT BLUE 100 BX \$1.00 OFF*	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46		\$77.46	\$7.75		
PALL MALL SELECT GREEN 100 BX \$1.00 OFF*	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46		\$77.46	\$7.75		
PALL MALL SELECT RED 100 BX \$100 OFF*	\$58.85		\$0.59	\$59.44	\$10.80	\$70.24	\$2.11	\$72.35		\$72.35	\$0.73	\$73.08	\$4.3846	\$77.46		\$77.46	\$7.75		
STATE EXPRESS 555 GOLD BOX FSC	\$110.50		\$1.11	\$111.61	\$10.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
TAREYTON CLASSIC	\$110.50		\$1.11	\$111.61	\$12.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
TAREYTON CLASSIC 100	\$110.50		\$1.11	\$111.61	\$12.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
TRUE BLUE 100	\$110.50		\$1.11	\$111.61	\$14.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
TRUE BLUE 100 BOX	\$110.50		\$1.11	\$111.61	\$14.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
TRUE BLUE BOX	\$110.50		\$1.11	\$111.61	\$14.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
TRUE BLUE KINGS	\$110.50		\$1.11	\$111.61	\$14.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
TRUE MENTHOL GREEN 100	\$110.50		\$1.11	\$111.61	\$14.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
TRUE MENTHOL GREEN KINGS	\$110.50		\$1.11	\$111.61	\$14.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
VANTAGE CLASSIC	\$110.50		\$1.11	\$111.61	\$10.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
VANTAGE CLASSIC 100	\$110.50		\$1.11	\$111.61	\$10.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
VANTAGE CLASSIC MENTHOL	\$110.50		\$1.11	\$111.61	\$10.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
VANTAGE CLASSIC MENTHOL 100S FSC	\$110.50		\$1.11	\$111.61	\$10.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
VANTAGE CLASSIC SILVER 100 BOX	\$110.50		\$1.11	\$111.61	\$10.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
VANTAGE CLASSIC SILVER BOX	\$110.50		\$1.11	\$111.61	\$10.80	\$122.41	\$3.67	\$126.08		\$126.08	\$1.27	\$127.35	\$7.6411	\$134.99	\$0.00	\$134.99	\$13.50		
VANTAGE CLASSIC SILVER 100 BOX	\$108.00		\$1.08	\$109.08	\$10.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
VANTAGE CLASSIC SILVER BOX	\$108.00		\$1.08	\$109.08	\$10.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
**Optional Menthol																			
TRUE BLUE 100	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE BLUE 100 BOX	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE BLUE BOX	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE BLUE KINGS	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE MENTHOL GREEN 100	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE MENTHOL GREEN KINGS	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC 100	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC MENTHOL	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC MENTHOL 100S FSC	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC SILVER 100 BOX	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC SILVER BOX	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88		\$120.88	\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
**Optional Menthol																			
SANTA FE NATURAL TOBACCO CO. (SFNTC)																			
NATURAL AMERICAN SPIRIT FULL BODIED TAST HP BLUE 12M	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$103.69	\$10.37		
NATURAL AMERICAN SPIRIT MELLOW TASTE HP YELLOW 12M	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT PERIQUE RICH ROBUST HP BLACK 6M	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT NON FILTER HP BROWN 6M	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT PERIQUE RICH HP GRAY 6M	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT FULL BODIED TAST US GROWN HP DARK BLUE	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT MELLOW TASTE US GROWN HP TAN	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT HP CELADON	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT SMOOTH MELLO HP ORANGE	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT TASTE HUNTER	\$82.40		\$0.83	\$83.23	\$10.80	\$94.03	\$2.82	\$96.85		\$96.85	\$0.97	\$97.82	\$5.8693	\$103.69	\$1.51	\$102.18	\$10.22		
NATURAL AMERICAN SPIRIT ORGANIC SKY 6M	\$87.20		\$0.88	\$88.08	\$10.80	\$98.88	\$2.97	\$101.85		\$101.85	\$1.02	\$102.87	\$6.1720	\$109.04	\$1.51	\$107.53	\$10.75		
NATURAL AMERICAN SPIRIT MELLOW TASTE MENTHOL HP GREEN	\$87.20		\$0.88	\$88.08	\$10.80	\$98.88	\$2.97	\$101.85		\$101.85	\$1.02	\$102.87	\$6.1720	\$109.04	\$1.51	\$107.53	\$10.75		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE MENTHOL HP DARK GREEN	\$87.20		\$0.88	\$88.08	\$10.80	\$98.88	\$2.97	\$101.85		\$101.85	\$1.02	\$102.87	\$6.1720	\$109.04	\$1.51	\$107.53	\$10.75		



Louisiana Office of Alcohol and Tobacco Control
Commissioner Ernest Legier



		0.01	10.8	0.03	0.01	0.06												
VALID FOR 04/01/2025 through 04/30/2025	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																		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE ORGANIC HP TURQUOISE	\$87.20		\$0.88	\$88.08	\$10.80	\$98.88	\$2.97	\$101.85	\$101.85		\$1.02	\$102.87	\$6.1720	\$109.04	\$1.51	\$107.53	\$10.75	
NATURAL AMERICAN SPIRIT TASTE ORGANIC HP GOLD	\$87.20		\$0.88	\$88.08	\$10.80	\$98.88	\$2.97	\$101.85	\$101.85		\$1.02	\$102.87	\$6.1720	\$109.04	\$1.51	\$107.53	\$10.75	
NATURAL AMERICAN SPIRIT FULL BODIED TASTE RED	\$68.10		\$0.69	\$68.79	\$10.80	\$79.59	\$2.39	\$81.98	\$81.98		\$0.82	\$82.80	\$4.9679	\$87.77	\$6.01	\$81.76	\$8.18	
NATURAL AMERICAN SPIRIT SMOOTH GOLD	\$68.10		\$0.69	\$68.79	\$10.80	\$79.59	\$2.39	\$81.98	\$81.98		\$0.82	\$82.80	\$4.9679	\$87.77	\$6.01	\$81.76	\$8.18	
ITG BRANDS																		
WINSTON	\$76.94		\$0.77	\$77.71	\$10.80	\$88.51	\$2.66	\$91.17	\$91.17		\$0.92	\$92.09	\$5.5251	\$97.61	\$32.00	\$65.61	\$6.56	
WINSTON SELECT	\$76.94		\$0.77	\$77.71	\$10.80	\$88.51	\$2.66	\$91.17	\$91.17		\$0.92	\$92.09	\$5.5251	\$97.61	\$66.10	\$31.51	\$3.52	
KOOL	\$77.64		\$0.78	\$78.42	\$10.80	\$89.22	\$2.68	\$91.90	\$91.90		\$0.92	\$92.82	\$5.5690	\$98.39	\$48.50	\$49.89	\$4.99	
KOOL LUXE	\$77.64		\$0.78	\$78.42	\$10.80	\$89.22	\$2.68	\$91.90	\$91.90		\$0.92	\$92.82	\$5.5690	\$98.39	\$63.60	\$34.79	\$3.48	
KOOL BLACK	\$77.64		\$0.78	\$78.42	\$10.80	\$89.22	\$2.68	\$91.90	\$91.90		\$0.92	\$92.82	\$5.5690	\$98.39	\$74.30	\$23.89	\$2.40	
USA GOLD BRANDS	\$77.75		\$0.78	\$78.53	\$10.80	\$89.33	\$2.68	\$92.01	\$92.01		\$0.93	\$92.94	\$5.5764	\$98.52	\$0.00	\$98.52	\$9.85	
MAVERICK	\$58.99		\$0.59	\$59.58	\$10.80	\$70.38	\$2.11	\$72.49	\$72.49		\$0.73	\$73.22	\$4.3933	\$77.61	\$10.60	\$67.01	\$6.70	
FORTUNA BRANDS	\$71.44		\$0.72	\$72.16	\$10.80	\$82.96	\$2.49	\$85.45	\$85.45		\$0.86	\$86.31	\$5.1785	\$91.49	\$0.00	\$91.49	\$9.15	
RAVE BRANDS	\$71.44		\$0.72	\$72.16	\$10.80	\$82.96	\$2.49	\$85.45	\$85.45		\$0.86	\$86.31	\$5.1785	\$91.49	\$0.00	\$91.49	\$9.15	
SALEM	\$89.64		\$0.90	\$90.54	\$10.80	\$101.34	\$3.04	\$104.38	\$104.38		\$1.05	\$105.43	\$6.3258	\$111.76	\$0.00	\$111.76	\$11.18	
CROWNS BRANDS	\$27.59		\$0.28	\$27.87	\$10.80	\$38.67	\$1.16	\$39.83	\$39.83		\$0.40	\$40.23	\$2.4138	\$42.64	\$4.50	\$38.14	\$3.81	
MONTCLAIR BRANDS	\$40.65		\$0.41	\$41.06	\$10.80	\$51.86	\$1.56	\$53.42	\$53.42		\$0.54	\$53.96	\$3.2373	\$57.19	\$0.00	\$57.19	\$5.72	
SONOMA BRANDS	\$46.40		\$0.47	\$46.87	\$10.80	\$57.67	\$1.73	\$59.40	\$59.40		\$0.60	\$60.00	\$3.6000	\$63.60	\$19.30	\$44.30	\$4.43	
LIGGETT VECTOR BRANDS																		
EVE AMETHYST 120S BOX	\$75.39		\$0.76	\$76.15	\$10.80	\$86.95	\$2.61	\$89.56	\$89.56		\$0.90	\$90.46	\$5.4275	\$95.89	\$2.00	\$93.89	\$9.39	
EVE MENTHOL EMERALD 120S BOX	\$75.39		\$0.76	\$76.15	\$10.80	\$86.95	\$2.61	\$89.56	\$89.56		\$0.90	\$90.46	\$5.4275	\$95.89	\$2.00	\$93.89	\$9.39	
EVE SAPHIRE 120S BOX	\$75.39		\$0.76	\$76.15	\$10.80	\$86.95	\$2.61	\$89.56	\$89.56		\$0.90	\$90.46	\$5.4275	\$95.89	\$2.00	\$93.89	\$9.39	
EVE MENTHOL TURQUOISE 120S BOX	\$75.39		\$0.76	\$76.15	\$10.80	\$86.95	\$2.61	\$89.56	\$89.56		\$0.90	\$90.46	\$5.4275	\$95.89	\$2.00	\$93.89	\$9.39	
GRAND PRIX NON FILTER KINGS BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
GRAND PRIX RED KINGS BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
GRAND PRIX RED 100S BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
GRAND PRIX BLUE KINGS BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
GRAND PRIX BLUE 100S BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
GRAND PRIX ORANGE 100S BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
GRAND PRIX MENTHOL GOLD KINGS BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
GRAND PRIX MENTHOL GOLD 100S BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
GRAND PRIX MENTHOL SILVER 100S BOX	\$69.99		\$0.70	\$70.69	\$10.80	\$81.49	\$2.44	\$83.93	\$83.93		\$0.84	\$84.77	\$5.0865	\$89.86	\$2.00	\$87.86	\$8.79	
LIGGETT SELECT NON FILTER KINGS BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT RED KINGS BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT RED 100S BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT BLUE KINGS BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT BLUE 100S BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT ORANGE 100S BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT MENTHOL GOLD KINGS BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT MENTHOL GOLD 100S BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT MENTHOL SILVER KINGS BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
LIGGETT SELECT MENTHOL SILVER 100S BOX	\$72.94		\$0.73	\$73.67	\$10.80	\$84.47	\$2.53	\$87.00	\$87.00		\$0.88	\$87.88	\$5.2730	\$93.16	\$7.00	\$86.16	\$8.62	
EAGLE 20'S NON FILTER KINGS BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63	\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43	
EAGLE 20'S RED KINGS BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63	\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43	



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



VALID FOR 04/01/2025 through 04/30/2025	Revenue List Price	Less Trade Discount	0.01		10.8		0.03		Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	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	RETAIL Cost of doing business				Retail Mark up 6%	WS + Mark Up					
10 Packs per Carton																		
EAGLE 20'S RED 100S BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
EAGLE 20'S BLUE KINGS BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
EAGLE 20'S BLUE 100S BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
EAGLE 20'S ORANGE KINGS BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
EAGLE 20'S ORANGE 100S BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
EAGLE 20'S MENTHOL GOLD KINGS BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
EAGLE 20'S MENTHOL GOLD 100S BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
EAGLE 20'S METHOL SILVER KINGS BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
EAGLE 20'S MENTHOL SILVER 100S BOX	\$53.35		\$0.54	\$53.89	\$10.80	\$64.69	\$1.94	\$66.63		\$66.63		\$0.67	\$67.30	\$4.0380	\$71.34	\$7.00	\$64.34	\$6.43
MONTEGO RED 100S BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
MONTEGO BLUE 100S BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
MONTEGO ORANGE 100S BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
MONTEGO MENTHOL GOLD 100S BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
MONTEGO MENTHOL SILVER 100S BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
MONTEGO RED KINGS BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
MONTEGO BLUE KINGS BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
MONTEGO MENTHOL GOLD KINGS BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
MONTEGO MENTHOL SILVER KINGS BOX	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43		\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79	\$7.00	\$43.79	\$4.38
PYRAMID NON FILTER KINGS BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID RED KINGS BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID RED 100S BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID BLUE KINGS BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID BLUE 100S BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID ORANGE KINGS BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID ORANGE 100S BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID MENTHOL GOLD KINGS BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID MENTHOL GOLD 100S BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID MENTHOL SILVER KINGS BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
PYRAMID MENTHOL SILVER 100S BOX	\$61.35		\$0.62	\$61.97	\$10.80	\$72.77	\$2.18	\$74.95		\$74.95		\$0.75	\$75.70	\$4.5422	\$80.25	\$0.00	\$80.25	\$8.02
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
CIGARETTES (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) 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
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	\$0.50	\$34.33		\$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	\$0.50	\$33.82		\$0.34	\$34.16	\$2.0496	\$36.21	\$0.00	\$36.21	\$3.62
JTI BRANDS																		
WAVE	\$50.69		\$0.51	\$51.20	\$10.80	\$62.00	\$1.86	\$63.86	\$5.00	\$58.86		\$0.59	\$59.45	\$3.5670	\$63.02	\$17.15	\$45.87	\$4.59
WINGS	\$36.05		\$0.37	\$36.42	\$10.80	\$47.22	\$1.42	\$48.64		\$48.64		\$0.49	\$49.13	\$2.9476	\$52.07	\$0.00	\$52.07	\$5.21
EXPORT 'A'	\$66.40		\$0.67	\$67.07	\$10.80	\$77.87	\$2.34	\$80.21	\$0.00	\$80.21		\$0.81	\$81.02	\$4.8610	\$85.88	\$0.00	\$85.88	\$8.59
LD BY L. DUCAT	\$30.45		\$0.31	\$30.76	\$10.80	\$41.56	\$1.25	\$42.81	\$5.50	\$37.31		\$0.38	\$37.69	\$2.2612	\$39.95	\$16.10	\$23.85	\$2.38
CHEYENNE INTERNATIONAL																		



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



VALID FOR 04/01/2025 through 04/30/2025	0.01		10.8		0.03		0.01		0.06		Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack				
	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	
10 Packs per Carton																	
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	\$10.00	\$44.39	\$0.45	\$44.84	\$2.6907	\$47.53	\$0.00	\$47.53	\$4.75
US LEAF/PREMIER BRANDS																	
1ST CLASS	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54	\$4.00	\$56.54	\$0.57	\$57.11	\$3.4268	\$60.54		\$60.54	\$6.05
1839	\$47.20		\$0.48	\$47.68	\$10.80	\$58.48	\$1.75	\$60.23		\$60.23	\$0.61	\$60.84	\$3.6507	\$64.50	\$5.50	\$59.00	\$5.90
Ace	\$33.70		\$0.34	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$8.70	\$28.38	\$0.29	\$28.67	\$1.7202	\$30.39		\$30.39	\$3.04
SHIELD	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54		\$60.54	\$0.61	\$61.15	\$3.6692	\$64.82	\$5.50	\$59.32	\$5.93
TRAFFIC	\$27.95		\$0.28	\$28.23	\$10.80	\$39.03	\$1.17	\$40.20	\$8.00	\$32.20	\$0.33	\$32.53	\$1.9519	\$34.48		\$34.48	\$3.45
ULTRA BUY	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54	\$1.00	\$59.54	\$0.60	\$60.14	\$3.6086	\$63.75	\$4.45	\$59.30	\$5.93
WILDHORSE	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54		\$60.54	\$0.61	\$61.15	\$3.6692	\$64.82	\$10.00	\$54.82	\$5.48
MANITOU	\$48.75		\$0.49	\$49.24	\$10.80	\$60.04	\$1.80	\$61.84		\$61.84	\$0.62	\$62.46	\$3.7477	\$66.21	\$3.00	\$63.21	\$6.32
SMOKIN' JOES MARKET																	
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																	
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
TIMELESS TIME																	
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																	
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
SMK FRIENDLY BRANDS																	
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	\$0.00	\$38.32	\$3.83
COUTURE																	
COUTURE	\$24.40		\$0.25	\$24.65	\$10.80	\$35.45	\$1.06	\$36.51		\$36.51	\$0.37	\$36.88	\$2.2130	\$39.10	\$0.00	\$39.10	\$3.91
DOSAL BRANDS																	
Brand 305	\$27.30		\$0.28	\$27.58	\$10.80	\$38.38	\$1.15	\$39.53		\$39.53	\$0.40	\$39.93	\$2.3959	\$42.33	\$0.00	\$42.33	\$4.23
Brand DTC	\$27.15		\$0.28	\$27.43	\$10.80	\$38.23	\$1.15	\$39.38		\$39.38	\$0.40	\$39.78	\$2.3866	\$42.16	\$0.00	\$42.16	\$4.22
SENECA BRANDS																	
SENECA	\$27.99	0.41	\$0.28	\$27.86	\$10.80	\$38.66	\$1.16	\$39.82	\$4.15	\$35.67	\$0.36	\$36.03	\$2.1618	\$38.19	\$0.00	\$38.19	\$3.82
SENECA 120'S	\$30.99	0.25	\$0.31	\$31.05	\$10.80	\$41.85	\$1.26	\$43.11	\$4.15	\$38.96	\$0.39	\$39.35	\$2.3610	\$41.71	\$0.00	\$41.71	\$4.17
NASCO PRODUCTS - VLN, PINNACLE, AND SF BRANDS																	
VLN King Box	\$63.50		0.64	\$64.14	\$10.80	\$74.94	\$2.25	\$77.19		\$77.19	\$0.78	\$77.97	\$4.68	\$82.65	\$0.00	\$82.65	\$8.26
VLN Menthol King Box	\$63.50		0.64	\$64.14	\$10.80	\$74.94	\$2.25	\$77.19		\$77.19	\$0.78	\$77.97	\$4.68	\$82.65	\$0.00	\$82.65	\$8.26
Pinnacle Full Flavor 100s																	
Pinnacle Full Flavor 100s	\$28.00		0.28	\$28.28	\$10.80	\$39.08	\$1.17	\$40.25		\$40.25	\$0.41	\$40.66	\$2.44	\$43.10	\$0.00	\$43.10	\$4.31
Pinnacle Full Flavor King																	
Pinnacle Full Flavor King	\$28.00		0.28	\$28.28	\$10.80	\$39.08	\$1.17	\$40.25		\$40.25	\$0.41	\$40.66	\$2.44	\$43.10	\$0.00	\$43.10	\$4.31
Pinnacle Gold 100s																	
Pinnacle Gold 100s	\$28.00		0.28	\$28.28	\$10.80	\$39.08	\$1.17	\$40.25		\$40.25	\$0.41	\$40.66	FALSE	\$40.66	\$0.00	\$40.66	\$4.07
Pinnacle Menthol 100s																	
Pinnacle Menthol 100s	\$28.00		0.28	\$28.28	\$10.80	\$39.08	\$1.17	\$40.25		\$40.25	\$0.41	\$40.66	\$2.44	\$43.10	\$0.00	\$43.10	\$4.31
SF Red King Size Box																	
SF Red King Size Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Blue King Size Box																	
SF Blue King Size Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Gray King Size Box																	
SF Gray King Size Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Menthol Dark Green King Size Box																	
SF Menthol Dark Green King Size Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Menthol Pale Green King Size Box																	
SF Menthol Pale Green King Size Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Non-Filter King Size Box Pack																	
SF Non-Filter King Size Box Pack	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Red 100's Box																	
SF Red 100's Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Blue 100's Box																	
SF Blue 100's Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Gray 100's Box																	
SF Gray 100's Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Menthol Dark Green 100's Box																	
SF Menthol Dark Green 100's Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80
SF Menthol Pale Green 100's Box																	
SF Menthol Pale Green 100's Box	\$32.44		0.33	\$32.77	\$10.80	\$43.57	\$1.31	\$44.88		\$44.88	\$0.45	\$45.33	\$2.72	\$48.05	\$0.00	\$48.05	\$4.80