



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



VALID FOR 12/01/2024 through 12/31/2024	0.01		10.8		0.03		0.01		0.06		Retail Mark up 6%	WS + Mark Up	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	
10 Packs per Carton																	
MARLBORO SPECIAL SELECT GOLD KING BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35	\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL SELECT GOLD 100 BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35	\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL SELECT RED KING BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35	\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL SELECT RED 100 BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35	\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL BLEND GREEN KING BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35	\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL BLEND GREEN 100 BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35	\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO 72'S																	
MARLBORO 72s BOX	\$71.84	2.20	\$0.70	\$70.34	\$10.80	\$81.14	\$2.43	\$83.57		\$83.57	\$0.84	\$84.41	\$5.0649	\$89.48	\$23.00	\$66.48	\$6.65
MARLBORO 72s GOLD BOX	\$71.84	2.20	\$0.70	\$70.34	\$10.80	\$81.14	\$2.43	\$83.57		\$83.57	\$0.84	\$84.41	\$5.0649	\$89.48	\$23.00	\$66.48	\$6.65
MARLBORO 72s SILVER BOX	\$71.84	2.20	\$0.70	\$70.34	\$10.80	\$81.14	\$2.43	\$83.57		\$83.57	\$0.84	\$84.41	\$5.0649	\$89.48	\$23.00	\$66.48	\$6.65
MARLBORO 72s GREEN BOX	\$75.04	2.20	\$0.73	\$73.57	\$10.80	\$84.37	\$2.53	\$86.90		\$86.90	\$0.87	\$87.77	\$5.2663	\$93.04	\$23.00	\$70.04	\$7.00
MARLBORO 72s BLACK BOX	\$75.04	2.20	\$0.73	\$73.57	\$10.80	\$84.37	\$2.53	\$86.90		\$86.90	\$0.87	\$87.77	\$5.2663	\$93.04	\$23.00	\$70.04	\$7.00
MERIT GOLD PACK FILTER KING BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37		\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17	\$0.00	\$118.17	\$11.82
MERIT BLUE PACK FILTER KING BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37		\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17	\$0.00	\$118.17	\$11.82
MERIT BLUE PACK 100s FILTER BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37		\$110.37	\$1.11	\$111.48	\$6.6891	\$118.17	\$0.00	\$118.17	\$11.82
PARLIAMENT BLUE PACK FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT WHITE PACK FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT WHITE PACK 100s FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT WHITE PACK MENTHOL FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT WHITE PACK 100s MENTHOL FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT SILVER PACK FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT SILVER PACK MENTHOL FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT GREEN PACK MENTHOL FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
VIRGINIA SLIMS FILTER 100 BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS GOLD PACK 100s FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS GOLD PACK 120s FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS SILVER PACK 100s FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS SILVER PACK 120s FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS SUPERSLIMS FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS MENTHOL FILTER 100s BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS GOLD PACK 100s MENTHOL FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS GOLD PACK 120s MENTHOL FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS SILVER PACK 100s MENTHOL FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00
VIRGINIA SLIMS SILVER PACK 120s MENTHOL FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04	\$0.99	\$99.03	\$5.9415	\$104.97	\$5.00	\$99.97	\$10.00



Louisiana Office of Alcohol and Tobacco Control
Commissioner Ernest Legier



VALID FOR 12/01/2024 through 12/31/2024		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 + Markup	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack				
10 Packs per Carton																			
TAREYTON CLASSIC	\$108.00		\$1.08	\$109.08	\$12.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TAREYTON CLASSIC 100	\$108.00		\$1.08	\$109.08	\$12.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE BLUE 100	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE BLUE 100 BOX	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE BLUE BOX	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE BLUE KINGS	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE MENTHOL GREEN 100	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE MENTHOL GREEN KINGS	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
VANTAGE CLASSIC	\$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 100	\$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 MENTHOL	\$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 MENTHOL 100S FSC	\$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 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	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$101.80	\$10.18		
NATURAL AMERICAN SPIRIT MELLOW TASTE HP YELLOW 12M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT PERIQUE RICH ROBUST HP BLACK 6M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT NON FILTER HP BROWN 6M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT PERIQUE RICH HP GRAY 6M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT FULL BODIED TAST US GROWN HP DARK BLUE	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT MELLOW TASTE US GROWN HP TAN	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT HP CELADON	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT SMOOTH MELLO HP ORANGE	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT TASTE HUNTER	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08		\$95.08	\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT ORGANIC SKY 6M	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07		\$100.07	\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT MELLOW TASTE MENTHOL HP GREEN	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07		\$100.07	\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE MENTHOL HP DARK GREEN	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07		\$100.07	\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE ORGANIC HP TURQUOISE	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07		\$100.07	\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT TASTE ORGANIC HP GOLD	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07		\$100.07	\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
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	\$73.44		\$0.74	\$74.18	\$10.80	\$84.98	\$2.55	\$87.53		\$87.53	\$0.88	\$88.41	\$5.3046	\$93.71	\$32.50	\$61.21	\$6.12		
WINSTON SELECT	\$73.44		\$0.74	\$74.18	\$10.80	\$84.98	\$2.55	\$87.53		\$87.53	\$0.88	\$88.41	\$5.3046	\$93.71	\$59.90	\$33.81	\$3.38		



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Commissioner Ernest Legier



Table with 18 columns: Product Name, Revenue List Price, Less Trade Discount, Wholesale Cost, LA SET Rate, Wholesale before Markup, Wholesale Markup 3%, Plus MU, Rebate Required, Wholesale Min to Retailer, Less Trade Discount, RETAIL Cost, Retail Markup 6%, WS + Mark Up, Rebate Required to be passed on, RETAIL Min price per carton, RETAIL Minimum \$ / Pack. Includes sections for 'VALID FOR 12/01/2024 through 12/31/2024', 'LIGGETT VECTOR BRANDS', and 'EAGLE' brands.



Louisiana Office of Alcohol and Tobacco Control
Commissioner Ernest Legier



		0.01	10.8	0.03		0.01	0.06											
VALID FOR 12/01/2024 through 12/31/2024	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 up 6%	WS + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack		
10 Packs per Carton																		
MONTEGO ORANGE 100S BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35	
MONTEGO MENTHOL GOLD 100S BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35	
MONTEGO MENTHOL SILVER 100S BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35	
MONTEGO RED KINGS BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35	
MONTEGO BLUE KINGS BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35	
MONTEGO MENTHOL GOLD KINGS BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35	
MONTEGO MENTHOL SILVER KINGS BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35	
PYRAMID NON FILTER KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID RED KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID RED 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID BLUE KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID BLUE 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID ORANGE KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID ORANGE 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID MENTHOL GOLD KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID MENTHOL GOLD 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID MENTHOL SILVER KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
PYRAMID MENTHOL SILVER 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79	
USA																		
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																		
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)																		
ACE-India (Discontinued)	\$22.79		\$0.23	\$23.02	\$10.80	\$33.82	\$1.01	\$34.83	\$34.83	\$0.50	\$34.33	\$0.35	\$34.68	\$2.0811	\$36.77	\$0.00	\$36.77	\$3.68
GOLD CREST (Discontinued)																		
GOLD CREST (Discontinued)	\$22.29		\$0.23	\$22.52	\$10.80	\$33.32	\$1.00	\$34.32	\$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	\$58.86	\$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	\$80.21	\$0.00	\$80.21	\$0.81	\$81.02	\$4.8610	\$85.88	\$0.00	\$85.88	\$8.59
LD BY L. DUCAT	\$29.45		\$0.30	\$29.75	\$10.80	\$40.55	\$1.22	\$41.77	\$36.77	\$5.00	\$36.77	\$0.37	\$37.14	\$2.2282	\$39.36	\$16.10	\$23.26	\$2.33
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	\$44.39	\$0.45	\$44.84	\$2.6907	\$47.53	\$0.00	\$47.53	\$4.75
US LEAF/PREMIER BRANDS																		
1ST CLASS	\$44.50		\$0.45	\$44.95	\$10.80	\$55.75	\$1.67	\$57.42	\$53.42	\$4.00	\$53.42	\$0.54	\$53.96	\$3.2378	\$57.20		\$57.20	\$5.72
1839	\$44.20		\$0.45	\$44.65	\$10.80	\$55.45	\$1.66	\$57.11	\$57.11		\$0.58	\$57.69	\$3.4616	\$61.16	\$5.50	\$55.66	\$5.57	
Ace	\$30.70		\$0.31	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$29.13	\$7.95	\$29.13	\$0.30	\$29.43	\$1.7658	\$31.20		\$31.20	\$3.12
SHIELD	\$44.50		\$0.45	\$44.95	\$10.80	\$55.75	\$1.67	\$57.42	\$57.42		\$0.58	\$58.00	\$3.4802	\$61.48	\$5.50	\$55.98	\$5.60	
TRAFFIC	\$27.95		\$0.28	\$28.23	\$10.80	\$39.03	\$1.17	\$40.20	\$32.20	\$8.00	\$32.20	\$0.33	\$32.53	\$1.9519	\$34.48		\$34.48	\$3.45
ULTRA BUY	\$44.20		\$0.45	\$44.65	\$10.80	\$55.45	\$1.66	\$57.11	\$56.11	\$1.00	\$56.11	\$0.57	\$56.68	\$3.4010	\$60.08	\$4.45	\$55.63	\$5.56
WILDHORSE	\$44.50		\$0.45	\$44.95	\$10.80	\$55.75	\$1.67	\$57.42	\$57.42		\$0.58	\$58.00	\$3.4802	\$61.48	\$10.00	\$51.48	\$5.15	
MANITOU	\$45.75		\$0.46	\$46.21	\$10.80	\$57.01	\$1.71	\$58.72	\$58.72		\$0.59	\$59.31	\$3.5586	\$62.87	\$3.00	\$59.87	\$5.99	



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



			0.01		10.8		0.03			0.01		0.06						
VALID FOR 12/01/2024 through 12/31/2024	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																		
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
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
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	\$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	\$26.99	0.41	\$0.27	\$26.85	\$10.80	\$37.65	\$1.13	\$38.78	\$4.15	\$34.63		\$0.35	\$34.98	\$2.0988	\$37.08	\$0.00	\$37.08	\$3.71
SENECA 120'S	\$29.99	0.25	\$0.30	\$30.04	\$10.80	\$40.84	\$1.23	\$42.07	\$4.15	\$37.92		\$0.38	\$38.30	\$2.2977	\$40.59	\$0.00	\$40.59	\$4.06

NASCO PRODUCTS - VLN, PINNACLE, AND SF BRANDS																		
	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
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	\$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	\$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	\$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	\$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	\$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	\$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	\$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	\$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	\$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	\$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	\$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	\$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	\$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	\$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	\$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