





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



			0.01		10.8	0.03				0.01		0.06						
<b>VALID FOR 02/01/2025 through 02/28/2025</b>																		
	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																		
<b>MARLBORO SPECIAL SELECT PACKINGS-</b>																		
MARLBORO SPECIAL SELECT GOLD KING BOX	\$75.19	2.20	\$0.73	\$73.72	\$10.80	\$84.52	\$2.54	\$87.06		\$87.06	\$0.88	\$87.94	\$5.2761	\$93.21	\$17.50	\$75.71	\$7.57	
MARLBORO SPECIAL SELECT GOLD 100 BOX	\$75.19	2.20	\$0.73	\$73.72	\$10.80	\$84.52	\$2.54	\$87.06		\$87.06	\$0.88	\$87.94	\$5.2761	\$93.21	\$17.50	\$75.71	\$7.57	
MARLBORO SPECIAL SELECT RED KING BOX	\$75.19	2.20	\$0.73	\$73.72	\$10.80	\$84.52	\$2.54	\$87.06		\$87.06	\$0.88	\$87.94	\$5.2761	\$93.21	\$17.50	\$75.71	\$7.57	
MARLBORO SPECIAL SELECT RED 100 BOX	\$75.19	2.20	\$0.73	\$73.72	\$10.80	\$84.52	\$2.54	\$87.06		\$87.06	\$0.88	\$87.94	\$5.2761	\$93.21	\$17.50	\$75.71	\$7.57	
MARLBORO SPECIAL BLEND GREEN KING BOX	\$75.19	2.20	\$0.73	\$73.72	\$10.80	\$84.52	\$2.54	\$87.06		\$87.06	\$0.88	\$87.94	\$5.2761	\$93.21	\$17.50	\$75.71	\$7.57	
MARLBORO SPECIAL BLEND GREEN 100 BOX	\$75.19	2.20	\$0.73	\$73.72	\$10.80	\$84.52	\$2.54	\$87.06		\$87.06	\$0.88	\$87.94	\$5.2761	\$93.21	\$17.50	\$75.71	\$7.57	
<b>MARLBORO 72'S</b>																		
MARLBORO 72s BOX	\$74.09	2.20	\$0.72	\$72.61	\$10.80	\$83.41	\$2.50	\$85.91		\$85.91	\$0.86	\$86.77	\$5.2063	\$91.98	\$22.50	\$69.48	\$6.95	
MARLBORO 72s GOLD BOX	\$74.09	2.20	\$0.72	\$72.61	\$10.80	\$83.41	\$2.50	\$85.91		\$85.91	\$0.86	\$86.77	\$5.2063	\$91.98	\$22.50	\$69.48	\$6.95	
MARLBORO 72s SILVER BOX	\$74.09	2.20	\$0.72	\$72.61	\$10.80	\$83.41	\$2.50	\$85.91		\$85.91	\$0.86	\$86.77	\$5.2063	\$91.98	\$22.50	\$69.48	\$6.95	
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	\$22.50	\$70.54	\$7.05	
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	\$22.50	\$70.54	\$7.05	
<b>MERIT</b>																		
MERIT GOLD PACK FILTER KING BOX	\$97.60		\$0.98	\$98.58	\$10.80	\$109.38	\$3.28	\$112.66		\$112.66	\$1.13	\$113.79	\$6.8275	\$120.62	\$0.00	\$120.62	\$12.06	
MERIT BLUE PACK FILTER KING BOX	\$97.60		\$0.98	\$98.58	\$10.80	\$109.38	\$3.28	\$112.66		\$112.66	\$1.13	\$113.79	\$6.8275	\$120.62	\$0.00	\$120.62	\$12.06	
MERIT BLUE PACK 100s FILTER BOX	\$97.60		\$0.98	\$98.58	\$10.80	\$109.38	\$3.28	\$112.66		\$112.66	\$1.13	\$113.79	\$6.8275	\$120.62	\$0.00	\$120.62	\$12.06	
<b>PARLIAMENT</b>																		
PARLIAMENT BLUE PACK FILTER LONG SIZE BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$20.00	\$87.41	\$8.74	
PARLIAMENT WHITE PACK FILTER LONG SIZE BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$20.00	\$87.41	\$8.74	
PARLIAMENT WHITE PACK 100s FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$20.00	\$87.41	\$8.74	
PARLIAMENT WHITE PACK MENTHOL FILTER LONG SIZE BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$20.00	\$87.41	\$8.74	
PARLIAMENT WHITE PACK 100s MENTHOL FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$20.00	\$87.41	\$8.74	
PARLIAMENT SILVER PACK FILTER LONG SIZE BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$20.00	\$87.41	\$8.74	
PARLIAMENT SILVER PACK MENTHOL FILTER LONG SIZE BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$20.00	\$87.41	\$8.74	
PARLIAMENT GREEN PACK MENTHOL FILTER LONG SIZE BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$20.00	\$87.41	\$8.74	
<b>VIRGINIA SLIMS</b>																		
VIRGINIA SLIMS FILTER 100 BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS GOLD PACK 100s FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS GOLD PACK 120s FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS SILVER PACK 100s FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS SILVER PACK 120s FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS SUPERSLIMS FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS MENTHOL FILTER 100s BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS GOLD PACK 100s MENTHOL FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS GOLD PACK 120s MENTHOL FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS SILVER PACK 100s MENTHOL FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	
VIRGINIA SLIMS SILVER PACK 120s MENTHOL FILTER BOX	\$85.74		\$0.86	\$86.60	\$10.80	\$97.40	\$2.92	\$100.32		\$100.32	\$1.01	\$101.33	\$6.0799	\$107.41	\$5.00	\$102.41	\$10.24	













# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 02/01/2025 through 02/28/2025	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 Markup up 6%	WS + Markup
<b>10 Packs per Carton</b>																
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
<b>ITG BRANDS</b>																
WINSTON	\$75.14		\$0.76	\$75.90	\$10.80	\$86.70	\$2.60	\$89.30	\$89.30	\$0.90	\$90.20	\$5.4121	\$95.61	\$32.50	\$63.11	\$6.31
WINSTON SELECT	\$75.14		\$0.76	\$75.90	\$10.80	\$86.70	\$2.60	\$89.30	\$89.30	\$0.90	\$90.20	\$5.4121	\$95.61	\$61.60	\$34.01	\$3.40
KOOL	\$75.84		\$0.76	\$76.60	\$10.80	\$87.40	\$2.62	\$90.02	\$90.02	\$0.91	\$90.93	\$5.4559	\$96.39	\$48.50	\$47.89	\$4.79
KOOL LUXE	\$75.84		\$0.76	\$76.60	\$10.80	\$87.40	\$2.62	\$90.02	\$90.02	\$0.91	\$90.93	\$5.4559	\$96.39	\$63.60	\$32.79	\$3.28
KOOL BLACK	\$75.84		\$0.76	\$76.60	\$10.80	\$87.40	\$2.62	\$90.02	\$90.02	\$0.91	\$90.93	\$5.4559	\$96.39	\$70.70	\$23.60	\$2.36
USA GOLD BRANDS	\$74.95		\$0.75	\$75.70	\$10.80	\$86.50	\$2.60	\$89.10	\$89.10	\$0.90	\$90.00	\$5.3997	\$95.39	\$0.00	\$95.39	\$9.54
MAVERICK	\$57.69		\$0.58	\$58.27	\$10.80	\$69.07	\$2.07	\$71.14	\$71.14	\$0.72	\$71.86	\$4.3117	\$76.17	\$11.10	\$65.07	\$6.51
FORTUNA BRANDS	\$68.64		\$0.69	\$69.33	\$10.80	\$80.13	\$2.40	\$82.53	\$82.53	\$0.83	\$83.36	\$5.0018	\$88.37	\$0.00	\$88.37	\$8.84
RAVE BRANDS	\$68.64		\$0.69	\$69.33	\$10.80	\$80.13	\$2.40	\$82.53	\$82.53	\$0.83	\$83.36	\$5.0018	\$88.37	\$0.00	\$88.37	\$8.84
SALEM	\$86.84		\$0.87	\$87.71	\$10.80	\$98.51	\$2.96	\$101.47	\$101.47	\$1.02	\$102.49	\$6.1491	\$108.63	\$0.00	\$108.63	\$10.86
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	\$39.15		\$0.40	\$39.55	\$10.80	\$50.35	\$1.51	\$51.86	\$51.86	\$0.52	\$52.38	\$3.1428	\$55.52	\$0.00	\$55.52	\$5.55
SONOMA BRANDS	\$45.10		\$0.46	\$45.56	\$10.80	\$56.36	\$1.69	\$58.05	\$58.05	\$0.59	\$58.64	\$3.5184	\$62.16	\$18.00	\$44.16	\$4.42
<b>LIGGETT VECTOR BRANDS</b>																
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 SAPPHERE 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	\$7.50	\$63.84	\$6.38
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	\$7.50	\$63.84	\$6.38





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## Commissioner Ernest Legier



VALID FOR 02/01/2025 through 02/28/2025	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 6%	WS + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack		
<b>10 Packs per Carton</b>																				
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	\$7.50	\$63.84	\$6.38		
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	\$7.50	\$63.84	\$6.38		
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	\$7.50	\$63.84	\$6.38		
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	\$7.50	\$63.84	\$6.38		
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	\$7.50	\$63.84	\$6.38		
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	\$7.50	\$63.84	\$6.38		
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	\$7.50	\$63.84	\$6.38		
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	\$7.50	\$63.84	\$6.38		
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	\$7.50	\$63.84	\$6.38		
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	\$6.00	\$44.79	\$4.48		
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	\$6.00	\$44.79	\$4.48		
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	\$6.00	\$44.79	\$4.48		
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	\$6.00	\$44.79	\$4.48		
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	\$6.00	\$44.79	\$4.48		
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	\$6.00	\$44.79	\$4.48		
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	\$6.00	\$44.79	\$4.48		
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	\$6.00	\$44.79	\$4.48		
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	\$6.00	\$44.79	\$4.48		
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) 5PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13		
HINT MENTHOL (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13		
MCD (ALL STYLES) (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64		\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13		
ECHO BRANDS	\$31.50		\$0.32	\$31.82	\$10.80	\$42.62	\$1.28	\$43.90		\$43.90		\$0.44	\$44.34	\$2.6603	\$47.00	\$0.00	\$47.00	\$4.70		
EDGEFIELD	\$22.05		\$0.23	\$22.28	\$10.80	\$33.08	\$0.99	\$34.07		\$34.07		\$0.35	\$34.42	\$2.0653	\$36.49	\$0.00	\$36.49	\$3.65		
BERLEY	\$18.75		\$0.19	\$18.94	\$10.80	\$29.74	\$0.89	\$30.63		\$30.63		\$0.31	\$30.94	\$1.8565	\$32.80	\$0.00	\$32.80	\$3.28		
24/7	\$19.75		\$0.20	\$19.95	\$10.80	\$30.75	\$0.92	\$31.67		\$31.67		\$0.32	\$31.99	\$1.9196	\$33.91	\$0.00	\$33.91	\$3.39		
ACE-India (Discontinued)	\$22.79		\$0.23	\$23.02	\$10.80	\$33.82	\$1.01	\$34.83	\$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		
<b>JTI BRANDS</b>																				
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	\$5.00	\$37.81		\$0.38	\$38.19	\$2.2912	\$40.48	\$16.10	\$24.38	\$2.44		
<b>CHEYENNE INTERNATIONAL</b>																				



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 02/01/2025 through 02/28/2025	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		
<b>10 Packs per Carton</b>																		
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
<b>US LEAF/PREMIER BRANDS</b>																		
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
<b>SMOKIN' JOES MARKET</b>																		
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
<b>CARNIVAL</b>																		
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
<b>TIMELESS TIME</b>																		
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
<b>THIS</b>																		
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
<b>SMK FRIENDLY BRANDS</b>																		
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
<b>COUTURE</b>																		
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
<b>DOSAL BRANDS</b>																		
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
<b>SENECA BRANDS</b>																		
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
<b>NASCO PRODUCTS - VLN, PINNACLE, AND SF BRANDS</b>																		
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
<b>Pinnacle Full Flavor 100s</b>																		
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
<b>Pinnacle Full Flavor King</b>																		
Pinnacle Full Flavor King	\$28.00		0.28	\$28.28	\$10.80	\$39.08	\$1.17	\$40.25		\$40.25		\$0.41	\$40.66	FALSE	\$43.10	\$0.00	\$43.10	\$4.31
<b>Pinnacle Gold 100s</b>																		
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
<b>Pinnacle Menthol 100s</b>																		
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
<b>SF Red King Size Box</b>																		
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
<b>SF Blue King Size Box</b>																		
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
<b>SF Gray King Size Box</b>																		
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
<b>SF Menthol Dark Green King Size Box</b>																		
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
<b>SF Menthol Pale Green King Size Box</b>																		
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
<b>SF Non-Filter King Size Box Pack</b>																		
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
<b>SF Red 100's Box</b>																		
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
<b>SF Blue 100's Box</b>																		
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
<b>SF Gray 100's Box</b>																		
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
<b>SF Menthol Dark Green 100's Box</b>																		
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
<b>SF Menthol Pale Green 100's Box</b>																		
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