



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 01/01/2025 through 01/31/2025	0.01		10.8		0.03		0.01		0.06		Retail Mark up 6%	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	Rebate Required to be passed on			
10 Packs per Carton																	
<b>PHILLIP MORRIS BRANDS</b>																	
<b>MARLBORO MAINLINE MENTHOL PACKINGS</b>																	
MARLBORO KING MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO 100 MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO GOLD KING MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO GOLD 100 MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO GOLD 100 MENTHOL SOFT	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO SILVER KING MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO SILVER 100 MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO BLUE 83 MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO BLUE 100 MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO SMOOTH KING MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO SMOOTH 100 MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO ICE KING MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO ICE 100 MENTHOL BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO MENTHOL SMOOTH ICE BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
MARLBORO MENTHOL BOLD ICE BOX	\$77.24	2.20	\$0.76	\$75.80	\$10.80	\$86.60	\$2.60	\$89.20		\$89.20	\$0.90	\$90.10	\$5.4059	\$95.50	\$14.00	\$81.50	\$8.15
<b>MARLBORO MAINLINE NON-MENTHOL PACKINGS (RED)</b>																	
MARLBORO KING BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO KING SOFT	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO 100 BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO 100 SOFT	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO KING BOX 25s	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO KING BOX 5PK	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO 83S KING BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO GOLD KING BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO GOLD KING SOFT	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO GOLD 100 BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO GOLD 100 SOFT	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO GOLD KING BOX 25s	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO GOLD KING BOX 5PK	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO SILVER BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO SILVER 100 BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO BLEND NO. 27 KING BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO BLEND NO. 27 KING SOFT	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO BLEND NO. 27 100 BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
MARLBORO SOUTHERN CUT KING BOX	\$75.24	2.20	\$0.74	\$73.78	\$10.80	\$84.58	\$2.54	\$87.12		\$87.12	\$0.88	\$88.00	\$5.2798	\$93.28	\$16.50	\$76.78	\$7.68
<b>MARLBORO GOLD LABEL</b>																	
MARLBORO GOLD LABEL 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	\$42.20	\$49.18	\$4.92
MARLBORO GOLD LABEL 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	\$42.20	\$49.18	\$4.92
<b>MARLBORO RED LABEL</b>																	
MARLBORO RED LABEL 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	\$16.50	\$74.88	\$7.49
MARLBORO RED LABEL 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	\$16.50	\$74.88	\$7.49
<b>MARLBORO BLACK NON-MENTHOL</b>																	
MARLBORO BLACK NON MENTHOL FILTER 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	\$42.20	\$49.18	\$4.92
MARLBORO NON MENTHOL BLACK SPECIAL SELECT BOX & 100s 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	\$42.20	\$49.18	\$4.92
MARLBORO EDGE 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	\$42.20	\$49.18	\$4.92
<b>MARLBORO BLACK MENTHOL</b>																	
MARLBORO MENTHOL BLACK SPECIAL BLEND 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	\$42.20	\$49.18	\$4.92
MARLBORO MENTHOL BLACK SPECIAL BLEND 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	\$42.20	\$49.18	\$4.92
MARLBORO NXT 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	\$42.20	\$49.18	\$4.92
MARLBORO MIDNIGHT KING MENTHOL 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	\$42.20	\$49.18	\$4.92
MARLBORO MENTHOL SLATE 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	\$42.20	\$49.18	\$4.92
MARLBORO MENTHOL SLATE 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	\$42.20	\$49.18	\$4.92
<b>MARLBORO SPECIAL SELECT PACKINGS-</b>																	



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



			0.01		10.8		0.03				0.01		0.06					
<b>VALID FOR 01/01/2025 through 01/31/2025</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 Markup 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
<b>10 Packs per Carton</b>																		
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
<b>MARLBORO 72'S</b>																		
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
<b>MERIT</b>																		
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
<b>PARLIAMENT</b>																		
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
<b>VIRGINIA SLIMS</b>																		
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 01/01/2025 through 01/31/2025	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 up 6%	WS + Markup	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
<b>10 Packs per Carton</b>																	
VIRGINIA SLIMS SUPERSLIMS 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
BASIC FILTER 20s KING BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC FILTER 20s 100 BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC GOLD PACK 20s KING BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC GOLD PACK 100s	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC BLUE PACK KING BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC BLUE PACK 100s BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC MENTHOL FILTER KING BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC GOLD PACK MENTHOL FILTER KING BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC GOLD PACK MENTHOL FILTER 100 BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC SILVER PACK MENTHOL FILTER KING BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BASIC SILVER PACK 100s MENTHOL FILTER BOX	\$79.74		\$0.80	\$80.54	\$10.80	\$91.34	\$2.74	\$94.08	\$94.08		\$0.95	\$95.03	\$5.7018	\$100.73	\$0.00	\$100.73	\$10.07
BENSON & HEDGES 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
BENSON & HEDGES LUXURY 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
BENSON & HEDGES DELUXE 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
BENSON & HEDGES 100s MENTHOL 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
BENSON & HEDGES LUXURY 100s MENTHOL 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
BENSON & HEDGES DELUXE 100s MENTHOL 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
BENSON & HEDGES KING SIZE	\$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
BENSON & HEDGES MENTHOL GREEN	\$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
CHESTERFIELD FILTER KING BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD 100s FILTER BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD MENTHOL FILTER KING BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD MENTHOL 100s FILTER BOX	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD BLUE BOX FILTER KING	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
CHESTERFIELD BLUE 100 BOX KING	\$58.94		\$0.59	\$59.53	\$10.80	\$70.33	\$2.11	\$72.44	\$72.44		\$0.73	\$73.17	\$4.3902	\$77.56	\$14.50	\$63.06	\$6.31
L&M FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M 100s FILTER BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M BLUE PACK FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M BLUE PACK 100s FILTER BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M TURKISH BLEND FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M TURKISH BLEND 100s FILTER BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M MENTHOL FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M 100s MENTHOL FILTER BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M BOLD MENTHOL FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M SIMPLE TOBACCO ORANGE FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M SIMPLE TOBACCO YELLOW FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M SIMPLE TOBACCO BLUE FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
L&M SIMPLE TOBACCO GREEN FILTER KING BOX	\$68.94		\$0.69	\$69.63	\$10.80	\$80.43	\$2.41	\$82.84	\$82.84		\$0.83	\$83.67	\$5.0204	\$88.69	\$6.00	\$82.69	\$8.27
NATS ORIG FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83	\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS YELLOW FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83	\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS BLUE FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83	\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
NATS MENTHOL FILTER KING BOX	\$78.54		\$0.79	\$79.33	\$10.80	\$90.13	\$2.70	\$92.83	\$92.83		\$0.93	\$93.76	\$5.6258	\$99.39	\$0.00	\$99.39	\$9.94
<b>R.J. REYNOLDS TOBACCO CO. (RJRT BRANDS)</b>																	
CAMEL REGULAR 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
CAMEL CLASSIC BLUE 99 BOX	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40	\$90.40		\$0.91	\$91.31	\$5.4788	\$96.79	\$17.01	\$79.78	\$7.98
CAMEL CLASSIC BLUE BOX	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40	\$90.40		\$0.91	\$91.31	\$5.4788	\$96.79	\$17.01	\$79.78	\$7.98
CAMEL CLASSIC FILTER 99 BOX	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40	\$90.40		\$0.91	\$91.31	\$5.4788	\$96.79	\$17.01	\$79.78	\$7.98
CAMEL CLASSIC FILTERS BOX	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40	\$90.40		\$0.91	\$91.31	\$5.4788	\$96.79	\$17.01	\$79.78	\$7.98
CAMEL CLASSIC GOLD BOX	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40	\$90.40		\$0.91	\$91.31	\$5.4788	\$96.79	\$17.01	\$79.78	\$7.98
CAMEL CLASSIC GOLD BOX 99	\$76.20		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53	\$83.53		\$0.84	\$84.37	\$5.0624	\$89.44	\$17.01	\$72.43	\$7.24
CAMEL CRUSH BOX	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40	\$90.40		\$0.91	\$91.31	\$5.4788	\$96.79	\$10.51	\$86.28	\$8.63
CAMEL CRUSH MEN SILVER BOX FSC	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40	\$90.40		\$0.91	\$91.31	\$5.4788	\$96.79	\$10.51	\$86.28	\$8.63
CAMEL CRUSH MENTHOL BOX FSC	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40	\$90.40		\$0.91	\$91.31	\$5.4788	\$96.79	\$10.51	\$86.28	\$8.63



## Louisiana Office of Alcohol and Tobacco Control

### Commissioner Ernest Legier



VALID FOR 01/01/2025 through 01/31/2025	Revenue List Price	Less Trade Discount	0.01		10.8		0.03		Rebate Required to be passed on	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
			WHOLESALE Cost of doing business		LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU		Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business						
10 Packs per Carton																		
CAMEL CRUSH RICH BOX**	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40		\$90.40	\$0.91	\$91.31	\$5.4788	\$96.79		\$10.51	\$86.28	\$8.63
CAMEL CRUSH SMOOTH MENTHOL BOX	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40		\$90.40	\$0.91	\$91.31	\$5.4788	\$96.79		\$10.51	\$86.28	\$8.63
CAMEL CRUSH SMOOTH MENTHOL SILVER BOX	\$76.20		\$0.77	\$76.97	\$10.80	\$87.77	\$2.63	\$90.40		\$90.40	\$0.91	\$91.31	\$5.4788	\$96.79		\$10.51	\$86.28	\$8.63
CAMEL CRUSH SMOOTH SILVER MENTHOL BOX	\$76.20		\$0.77	\$76.97		\$87.77	\$2.63	\$90.40		\$90.40	\$0.91	\$91.31	\$5.4788	\$96.79		\$10.51	\$86.28	\$8.63
CAMEL GOLD BOX	\$76.20		\$0.77	\$76.97		\$87.77	\$2.63	\$90.40		\$90.40	\$0.91	\$91.31	\$5.4788	\$96.79		\$17.01	\$79.78	\$7.98
CAMEL JADE BOX	\$76.20		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53		\$83.53	\$0.84	\$84.37	\$5.0624	\$89.44		\$17.01	\$72.43	\$7.24
CAMEL JADE SILVER BOX	\$76.20		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53		\$83.53	\$0.84	\$84.37	\$5.0624	\$89.44		\$17.01	\$72.43	\$7.24
CAMEL ROYAL BOX	\$76.20		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53		\$83.53	\$0.84	\$84.37	\$5.0624	\$89.44		\$17.01	\$72.43	\$7.24
CAMEL SILVER BOX	\$76.20		\$0.70	\$70.30	\$10.80	\$81.10	\$2.43	\$83.53		\$83.53	\$0.84	\$84.37	\$5.0624	\$89.44		\$17.01	\$72.43	\$7.24
CAMEL CLASSIC MENTHOL BOX	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL CLASSIC MENTHOL SILVER BOX	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL CLASSIC BLUE	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL CLASSIC FILTERS	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL NO. 9 MENTHE RC BOX FSC	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL NO. 9 RC BOX FSC	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL CLASSIC PLATINUM BOX	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL CLASSIC WIDES BLUE BOX	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL CLASSIC WIDES FILTERS BOX	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL CLASSIC WIDES MENTHOL BOX	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL CLASSIC WIDES MENTHOL SILVER BOX	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL TURKISH GOLD BOX FSC	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL TURKISH ROYAL BOX FSC	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAMEL TURKISH SILVER BOX FSC	\$84.50		\$0.85	\$85.35	\$10.80	\$96.15	\$2.88	\$99.03		\$99.03	\$1.00	\$100.03	\$6.0021	\$106.04			\$106.04	\$10.60
CAPRI MAGENTA SUPER SLIM 100 BOX 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
CAPRI MAGENTA SUPER SLIM 120 BOX 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
CAPRI MENTHOL INDIGO SUPER SLIM 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
CAPRI MENTHOL INDIGO SUPER SLIM 120 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
CAPRI MENTHOL JADE SUPER SLIM 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
CAPRI VIOLET SUPER SLIM 100 BOX 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
CARLTON 100 BOX RC 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
CARLTON 120 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
CARLTON MENTHOL BOX 100 RC 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
CARLTON MENTHOL 120 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
CARLTON RC 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
DORAL GOLD 100 BOX FSC	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DORAL GOLD FSC BOX	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DORAL MENTHOL BOX FSC	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DORAL MENTHOLGOLD 100 BOX FSC	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DORAL MENTHOL BOX FSC	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DORAL RED 100 BOX FSC	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DORAL RED FSC BOX	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DORAL SILVER 100 BOX FSC	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DORAL SILVER BOX FSC	\$91.40		\$0.92	\$92.32	\$12.80	\$103.12	\$3.09	\$106.21		\$106.21	\$1.07	\$107.28	\$6.4370	\$113.72	\$0.00		\$113.72	\$11.37
DUNHILL INTERNATIONAL RED	\$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
DUNHILL INTERNATIONAL GREEN 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
DUNHILL INTERNATIONAL 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
DUNHILL FINE CUT BLACK 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
DUNHILL FINE CUT WHITE 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
ECLIPSE BOX FSC	\$108.00		\$1.08	\$109.08	\$16.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00		\$132.20	\$13.22
ECLIPSE MENTHOL BOX FSC	\$108.00		\$1.08	\$109.08	\$16.80	\$119.88	\$3.60	\$123.48		\$123.48	\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00		\$132.20	\$13.22
GPC CLASSIC GOLD 100 BOX	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59		\$86.59	\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00		\$92.71	\$9.27
GPC CLASSIC GOLD BOX	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59		\$86.59	\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00		\$92.71	\$9.27
GPC CLASSIC MENTHOL 100	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59		\$86.59	\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00		\$92.71	\$9.27
GPC CLASSIC MENTHOL GOLD 100	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59		\$86.59	\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00		\$92.71	\$9.27
GPC CLASSIC MENTHOL GOLD KS	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59		\$86.59	\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00		\$92.71	\$9.27



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



			0.01	10.8	0.03						0.01	0.06							
VALID FOR 01/01/2025 through 01/31/2025	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																			
GPC CLASSIC MENTHOL KS	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27		
GPC CLASSIC MENTHOL SILVER 100	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27		
GPC CLASSIC NON-FILTER	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27		
GPC CLASSIC RED 100 BOX	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27		
GPC CLASSIC RED BOX	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27		
GPC CLASSIC SILVER 100 BOX	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27		
GPC CLASSIC SILVER BOX	\$98.00		\$0.73	\$73.27	\$18.80	\$84.07	\$2.52	\$86.59	\$86.59		\$0.87	\$87.46	\$5.2477	\$92.71	\$0.00	\$92.71	\$9.27		
KAMEL RED GENUINE ORIGINAL 100 BOX	\$98.00		\$0.98	\$98.98	\$20.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
KAMEL RED GENUINE ORIGINAL BOX	\$98.00		\$0.98	\$98.98	\$20.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
KAMEL RED GENUINE SMOOTH TASTE 100 BOX	\$98.00		\$0.98	\$98.98	\$20.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
KAMEL RED GENUINE SMOOTH TASTE BOX	\$98.00		\$0.98	\$98.98	\$20.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
KENT CLASSIC 100S	\$108.00		\$1.08	\$109.08	\$22.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
KENT CLASSIC KING	\$108.00		\$1.08	\$109.08	\$22.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
KENT GOLD 100	\$108.00		\$1.08	\$109.08	\$22.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
KENT GOLD KING	\$108.00		\$1.08	\$109.08	\$22.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
KENT III SILVER	\$108.00		\$1.08	\$109.08	\$22.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
KENT III SILVER 100	\$108.00		\$1.08	\$109.08	\$22.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
LUCKY STRIKE FSC	\$108.00		\$1.08	\$109.08	\$22.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
LUCKY STRIKE ACTIVATE BLUE BOX*	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE ACTIVATE GREEN KING BOX*	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE GOLD 100 BOX	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE GOLD BOX	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE MENTHOL 100 BOX	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE MENTHOL BOX	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE MENTHOL SILVER 100 BOX	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE MENTHOL SILVER BOX	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE RED 100 BOX	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
LUCKY STRIKE RED BOX	\$57.85		\$0.58	\$58.43	\$25.80	\$69.23	\$2.08	\$71.31	\$71.31		\$0.72	\$72.03	\$4.3216	\$76.35	\$31.01	\$45.34	\$4.53		
									\$0.00										
MISTY BLUE 100 BOX FSC	\$88.00		\$0.88	\$88.88	\$27.80	\$99.68	\$2.99	\$102.67	\$102.67		\$1.03	\$103.70	\$6.2220	\$109.92	\$0.00	\$109.92	\$10.99		
MISTY BLUE 120 BOX FSC	\$88.00		\$0.88	\$88.88	\$27.80	\$99.68	\$2.99	\$102.67	\$102.67		\$1.03	\$103.70	\$6.2220	\$109.92	\$0.00	\$109.92	\$10.99		
MISTY MENTHOL GREEN 100 BOX FSC	\$88.00		\$0.88	\$88.88	\$27.80	\$99.68	\$2.99	\$102.67	\$102.67		\$1.03	\$103.70	\$6.2220	\$109.92	\$0.00	\$109.92	\$10.99		
MISTY MENTHOL GREEN 120 BOX FSC	\$88.00		\$0.88	\$88.88	\$27.80	\$99.68	\$2.99	\$102.67	\$102.67		\$1.03	\$103.70	\$6.2220	\$109.92	\$0.00	\$109.92	\$10.99		
MISTY MENTHOL SILVER 100 BOX FSC	\$88.00		\$0.88	\$88.88	\$27.80	\$99.68	\$2.99	\$102.67	\$102.67		\$1.03	\$103.70	\$6.2220	\$109.92	\$0.00	\$109.92	\$10.99		
MISTY ROSE 100 BOX FSC	\$88.00		\$0.88	\$88.88	\$27.80	\$99.68	\$2.99	\$102.67	\$102.67		\$1.03	\$103.70	\$6.2220	\$109.92	\$0.00	\$109.92	\$10.99		
MONARCH CLASSIC BLUE 100	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MONARCH CLASSIC GOLD 100	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MONARCH CLASSIC GOLD BOX	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MONARCH CLASSIC MENTHOL	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MONARCH CLASSIC MENTHOL 100	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MONARCH CLASSIC MENTHOL GOLD	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MONARCH CLASSIC MENTHOL GOLD 100	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MONARCH CLASSIC RED 100	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MONARCH CLASSIC RED BOX	\$98.00		\$0.98	\$98.98	\$29.80	\$109.78	\$3.29	\$113.07	\$113.07		\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11		
MORE GOLD SLIM 120	\$108.00		\$1.08	\$109.08	\$31.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
MORE MENTHOL SILVER SLIM 120	\$108.00		\$1.08	\$109.08	\$31.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
MORE MENTHOL SLIM 120	\$108.00		\$1.08	\$109.08	\$31.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
MORE SLIM 120	\$108.00		\$1.08	\$109.08	\$31.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
NEWPORT MENTHOL BLUE 100 BOX	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60	\$95.60		\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63		
NEWPORT MENTHOL BLUE BOX	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60	\$95.60		\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63		
NEWPORT MENTHOL 100 BOX	\$81.20		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18	\$87.18		\$0.88	\$88.06	\$5.2836	\$93.34	\$23.01	\$61.44	\$6.14		
NEWPORT MENTHOL KING BOX	\$81.20		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18	\$87.18		\$0.88	\$88.06	\$5.2836	\$93.34	\$23.01	\$61.44	\$6.14		
NEWPORT MENTHOL 100 SOFT PACK	\$81.20		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18	\$87.18		\$0.88	\$88.06	\$5.2836	\$93.34	\$23.01	\$61.44	\$6.14		
NEWPORT MENTHOL KING SOFT PACK	\$81.20																		



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 01/01/2025 through 01/31/2025	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	
<b>10 Packs per Carton</b>																	
NEWPORT MENTHOL GOLD 100	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63
NEWPORT MENTHOL GOLD 100 BOX	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63
NEWPORT MENTHOL GOLD BX	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63
NEWPORT MENTHOL GOLD KINGS	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63
NEWPORT PLATINUM BLUE 100 BOX	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63
NEWPORT PLATINUM BLUE BOX	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63
NEWPORT SMOOTH SELECT 100 BOX	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63
NEWPORT SMOOTH SELECT BOX	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$16.01	\$86.35	\$8.63
NEWPORT NON-MENTHOL GREEN 100 BOX*	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36		\$102.36	\$10.24
NEWPORT EXP MAX 100 BOX NON-MENTHOL	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$31.01	\$71.35	\$7.13
NEWPORT EXP MAX 80 BOX NON-MENTHOL	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$31.01	\$71.35	\$7.13
NEWPORT EXP MIX 100 BOX NON-MENTHOL*	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$31.01	\$71.35	\$7.13
NEWPORT EXP MIX 80 BOX NON-MENTHOL*	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$31.01	\$71.35	\$7.13
NEWPORT EXP LUX 100 BOX NON-MENTHOL*	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$31.01	\$71.35	\$7.13
NEWPORT EXP FLEX 100 BOX NON-MENTHOL*	\$81.20		\$0.82	\$82.02	\$10.80	\$92.82	\$2.78	\$95.60		\$95.60	\$0.96	\$96.56	\$5.7939	\$102.36	\$31.01	\$71.35	\$7.13
NEWPORT NON-MENTHOL 100 BOX	\$71.40		\$0.72	\$72.12	\$10.80	\$82.92	\$2.49	\$85.41		\$85.41	\$0.86	\$86.27	\$5.1761	\$91.44	\$14.01	\$77.43	\$7.74
NEWPORT NON-MENTHOL BOX	\$71.40		\$0.72	\$72.12	\$10.80	\$82.92	\$2.49	\$85.41		\$85.41	\$0.86	\$86.27	\$5.1761	\$91.44	\$14.01	\$77.43	\$7.74
NEWPORT NON-MENTHOL GOLD 100 BOX	\$71.40		\$0.72	\$72.12	\$10.80	\$82.92	\$2.49	\$85.41		\$85.41	\$0.86	\$86.27	\$5.1761	\$91.44	\$14.01	\$77.43	\$7.74
NEWPORT NON-MENTHOL GOLD BOX	\$71.40		\$0.72	\$72.12	\$10.80	\$82.92	\$2.49	\$85.41		\$85.41	\$0.86	\$86.27	\$5.1761	\$91.44	\$14.01	\$77.43	\$7.74
NEWPORT BOOST GOLD KING BOX**	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46	\$16.01	\$84.45	\$8.44
NEWPORT BOOST MENTHOL KING BOX	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46	\$16.01	\$84.45	\$8.44
NOW MENTHOL GREEN	\$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
NOW MENTHOL GREEN 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
NOW RED	\$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
NOW RED 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
OLD GOLD BLUE FILTER 100	\$98.00		\$0.98	\$98.98	\$10.80	\$109.78	\$3.29	\$113.07		\$113.07	\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11
OLD GOLD FILTER 100 BOX	\$98.00		\$0.98	\$98.98	\$10.80	\$109.78	\$3.29	\$113.07		\$113.07	\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11
OLD GOLD FILTER BOX	\$98.00		\$0.98	\$98.98	\$10.80	\$109.78	\$3.29	\$113.07		\$113.07	\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11
OLD GOLD FILTER KING	\$98.00		\$0.98	\$98.98	\$10.80	\$109.78	\$3.29	\$113.07		\$113.07	\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11
OLD GOLD GOLD 100 BOX	\$98.00		\$0.98	\$98.98	\$10.80	\$109.78	\$3.29	\$113.07		\$113.07	\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11
OLD GOLD GOLD BOX	\$98.00		\$0.98	\$98.98	\$10.80	\$109.78	\$3.29	\$113.07		\$113.07	\$1.14	\$114.21	\$6.8528	\$121.07	\$0.00	\$121.07	\$12.11
PALL MALL CLASSIC NON-FILTER	\$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
PALL MALL VINTAGE GOLD 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
PALL MALL BLUE FILTER 100 BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL BLUE FILTER BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL CLASSIC MENTHOL 100 BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL CLASSIC MENTHOL BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL MENTHOL BLACK FILTER 100 BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL MENTHOL BLACK FILTER BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL MENTHOL GREEN FILTER 100 BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL MENTHOL GREEN FILTER BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL MENTHOL WHITE FILTER BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL MENTHOL WHITE FILTER 100 BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL ORANGE FILTER 100 BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL ORANGE FILTER BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL RED FILTER 100 BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL RED FILTER BOX	\$69.90		\$0.70	\$70.60	\$10.80	\$81.40	\$2.44	\$83.84		\$83.84	\$0.84	\$84.68	\$5.0809	\$89.76	\$20.51	\$69.25	\$6.93
PALL MALL SELECT BLUE 80 BX \$1.00*	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31	\$0.72	\$72.03	\$4.3216	\$76.35		\$76.35	\$7.63
PALL MALL SELECT GREEN 80 BX \$1.00*	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31	\$0.72	\$72.03	\$4.3216	\$76.35		\$76.35	\$7.63
PALL MALL SELECT RED 80 BX \$1.00*	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31	\$0.72	\$72.03	\$4.3216	\$76.35		\$76.35	\$7.63
PALL MALL SELECT BLUE 100 BX \$1.00 OFF*	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31	\$0.72	\$72.03	\$4.3216	\$76.35		\$76.35	\$7.63
PALL MALL SELECT GREEN 100 BX \$1.00 OFF*	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31	\$0.72	\$72.03	\$4.3216	\$76.35		\$76.35	\$7.63
PALL MALL SELECT RED 100 BX \$1.00 OFF*	\$57.85		\$0.58	\$58.43	\$10.80	\$69.23	\$2.08	\$71.31		\$71.31	\$0.72	\$72.03	\$4.3216	\$76.35		\$76.35	\$7.63
STATE EXPRESS 555 GOLD BOX 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



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 01/01/2025 through 01/31/2025	0.01	10.8	0.03	0.01	0.06	0.01	0.06	0.01	0.06	0.01	0.06	0.01	0.06	0.01	0.06	0.01	0.06	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 Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack				
<b>10 Packs per Carton</b>																			
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																			
<b>SANTA FE NATURAL TOBACCO CO. (SFNTC)</b>																			
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		
<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		



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



			0.01	10.8	0.03					0.01	0.06						
<b>VALID FOR 01/01/2025 through 01/31/2025</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	
<b>10 Packs per Carton</b>																	
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	\$26.59		\$0.27	\$26.86	\$10.80	\$37.66	\$1.13	\$38.79	\$38.79		\$0.39	\$39.18	\$2.3508	\$41.53	\$4.50	\$37.03	\$3.70
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	\$72.39		\$0.73	\$73.12	\$10.80	\$83.92	\$2.52	\$86.44	\$86.44		\$0.87	\$87.31	\$5.2385	\$92.55	\$2.00	\$90.55	\$9.05
EVE MENTHOL EMERALD 120S BOX	\$72.39		\$0.73	\$73.12	\$10.80	\$83.92	\$2.52	\$86.44	\$86.44		\$0.87	\$87.31	\$5.2385	\$92.55	\$2.00	\$90.55	\$9.05
EVE SAPPHIRE 120S BOX	\$72.39		\$0.73	\$73.12	\$10.80	\$83.92	\$2.52	\$86.44	\$86.44		\$0.87	\$87.31	\$5.2385	\$92.55	\$2.00	\$90.55	\$9.05
EVE MENTHOL TURQUOISE 120S BOX	\$72.39		\$0.73	\$73.12	\$10.80	\$83.92	\$2.52	\$86.44	\$86.44		\$0.87	\$87.31	\$5.2385	\$92.55	\$2.00	\$90.55	\$9.05
GRAND PRIX NON FILTER KINGS BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
GRAND PRIX RED KINGS BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
GRAND PRIX RED 100S BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
GRAND PRIX BLUE KINGS BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
GRAND PRIX BLUE 100S BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
GRAND PRIX ORANGE 100S BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
GRAND PRIX MENTHOL GOLD KINGS BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
GRAND PRIX MENTHOL GOLD 100S BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
GRAND PRIX MENTHOL SILVER 100S BOX	\$66.99		\$0.67	\$67.66	\$10.80	\$78.46	\$2.35	\$80.81	\$80.81		\$0.81	\$81.62	\$4.8974	\$86.52	\$2.00	\$84.52	\$8.45
LIGGETT SELECT NON FILTER KINGS BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT RED KINGS BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT RED 100S BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT BLUE KINGS BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT BLUE 100S BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT ORANGE 100S BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT MENTHOL GOLD KINGS BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT MENTHOL GOLD 100S BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT MENTHOL SILVER KINGS BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
LIGGETT SELECT MENTHOL SILVER 100S BOX	\$69.94		\$0.70	\$70.64	\$10.80	\$81.44	\$2.44	\$83.88	\$83.88		\$0.84	\$84.72	\$5.0834	\$89.81	\$7.00	\$82.81	\$8.28
EAGLE 20'S NON FILTER KINGS BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S RED KINGS BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S RED 100S BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S BLUE KINGS BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S BLUE 100S BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S ORANGE KINGS BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S ORANGE 100S BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S MENTHOL GOLD KINGS BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S MENTHOL GOLD 100S BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S METHOL SILVER KINGS BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
EAGLE 20'S MENTHOL SILVER 100S BOX	\$51.50		\$0.52	\$52.02	\$10.80	\$62.82	\$1.88	\$64.70	\$64.70		\$0.65	\$65.35	\$3.9213	\$69.28	\$8.00	\$61.28	\$6.13
MONTEGO RED 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 BLUE 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





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



		0.01	10.8	0.03		0.01	0.06											
<b>VALID FOR 01/01/2025 through 01/31/2025</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 Markup up 6%	WS + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack		
<b>10 Packs per Carton</b>																		
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	
<b>USA</b>																		
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	
<b>ECHO BRANDS</b>																		
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	
<b>ACE-India (Discontinued)</b>																		
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
<b>GOLD CREST (Discontinued)</b>																		
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
<b>JTI BRANDS</b>																		
WAVE	\$50.69		\$0.51	\$51.20	\$10.80	\$62.00	\$1.86	\$63.86	\$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	\$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	\$42.81	\$5.00	\$37.81	\$0.38	\$38.19	\$2.2912	\$40.48	\$16.10	\$24.38	\$2.44
<b>CHEYENNE INTERNATIONAL</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	\$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	\$44.50		\$0.45	\$44.95	\$10.80	\$55.75	\$1.67	\$57.42	\$57.42	\$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	\$37.08	\$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	\$40.20	\$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	\$57.11	\$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						
<b>VALID FOR 01/01/2025 through 01/31/2025</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 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

<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>																		
	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