



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



			0.01		10.8		0.03		0.01	0.06							
<b>VALID FOR 05/01/2024 through 05/31/2024</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																	
<b>PHILLIP MORRIS BRANDS</b>																	
<b>MARLBORO MAINLINE MENTHOL PACKINGS</b>																	
MARLBORO KING MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO 100 MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO GOLD KING MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO GOLD 100 MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO GOLD 100 MENTHOL SOFT	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO SILVER KING MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO SILVER 100 MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO BLUE 83 MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO BLUE 100 MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO SMOOTH KING MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO SMOOTH 100 MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO ICE KING MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO ICE 100 MENTHOL BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO MENTHOL SMOOTH ICE BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
MARLBORO MENTHOL BOLD ICE BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24		\$0.86	\$86.10	\$5.1662	\$91.27	\$13.00	\$78.27	\$7.83
<b>MARLBORO MAINLINE NON-MENTHOL PACKINGS (RED)</b>																	
MARLBORO KING BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO KING SOFT	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO 100 BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO 100 SOFT	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO KING BOX 25s	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO KING BOX 5PK	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO 83S KING BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO GOLD KING BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO GOLD KING SOFT	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO GOLD 100 BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO GOLD 100 SOFT	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO GOLD KING BOX 25s	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO GOLD KING BOX 5PK	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO SILVER BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO SILVER 100 BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO BLEND NO. 27 KING BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO BLEND NO. 27 KING SOFT	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO BLEND NO. 27 100 BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
MARLBORO SOUTHERN CUT KING BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$15.50	\$74.66	\$7.47
<b>MARLBORO GOLD LABEL</b>																	
MARLBORO GOLD LABEL BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$42.20	\$47.96	\$4.80
MARLBORO GOLD LABEL 100 BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20		\$0.85	\$85.05	\$5.1032	\$90.16	\$42.20	\$47.96	\$4.80
<b>MARLBORO RED LABEL</b>																	
MARLBORO RED LABEL BOX	\$71.84	1.60	\$0.71	\$70.95													



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VALID FOR 05/01/2024 through 05/31/2024	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	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business				Retail Markup 6%	WS + Mark Up	
<b>10 Packs per Carton</b>																
MARLBORO SPECIAL SELECT GOLD KING BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20	\$0.85	\$85.05	\$5.1032	\$90.16	\$17.50	\$72.66	\$7.27
MARLBORO SPECIAL SELECT GOLD 100 BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20	\$0.85	\$85.05	\$5.1032	\$90.16	\$17.50	\$72.66	\$7.27
MARLBORO SPECIAL SELECT RED KING BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20	\$0.85	\$85.05	\$5.1032	\$90.16	\$17.50	\$72.66	\$7.27
MARLBORO SPECIAL SELECT RED 100 BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20	\$0.85	\$85.05	\$5.1032	\$90.16	\$17.50	\$72.66	\$7.27
MARLBORO SPECIAL BLEND GREEN KING BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24	\$0.86	\$86.10	\$5.1662	\$91.27	\$17.50	\$73.77	\$7.38
MARLBORO SPECIAL BLEND GREEN 100 BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24	\$0.86	\$86.10	\$5.1662	\$91.27	\$17.50	\$73.77	\$7.38
<b>MARLBORO 72'S</b>																
MARLBORO 72s BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20	\$0.85	\$85.05	\$5.1032	\$90.16	\$22.50	\$67.66	\$6.77
MARLBORO 72s GOLD BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20	\$0.85	\$85.05	\$5.1032	\$90.16	\$22.50	\$67.66	\$6.77
MARLBORO 72s SILVER BOX	\$71.84	1.60	\$0.71	\$70.95	\$10.80	\$81.75	\$2.45	\$84.20	\$84.20	\$0.85	\$85.05	\$5.1032	\$90.16	\$22.50	\$67.66	\$6.77
MARLBORO 72s GREEN BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24	\$0.86	\$86.10	\$5.1662	\$91.27	\$22.50	\$68.77	\$6.88
MARLBORO 72s BLACK BOX	\$72.84	1.60	\$0.72	\$71.96	\$10.80	\$82.76	\$2.48	\$85.24	\$85.24	\$0.86	\$86.10	\$5.1662	\$91.27	\$22.50	\$68.77	\$6.88
<b>MERIT</b>																
MERIT GOLD PACK FILTER KING BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09	\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
MERIT BLUE PACK FILTER KING BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09	\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
MERIT BLUE PACK 100s FILTER BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09	\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
<b>PARLIAMENT</b>																
PARLIAMENT BLUE PACK FILTER LONG SIZE BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$20.00	\$82.51	\$8.25
PARLIAMENT WHITE PACK FILTER LONG SIZE BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$20.00	\$82.51	\$8.25
PARLIAMENT WHITE PACK 100s FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$20.00	\$82.51	\$8.25
PARLIAMENT WHITE PACK MENTHOL FILTER LONG SIZE BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$20.00	\$82.51	\$8.25
PARLIAMENT WHITE PACK 100s MENTHOL FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$20.00	\$82.51	\$8.25
PARLIAMENT SILVER PACK FILTER LONG SIZE BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$20.00	\$82.51	\$8.25
PARLIAMENT SILVER PACK MENTHOL FILTER LONG SIZE BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$20.00	\$82.51	\$8.25
PARLIAMENT GREEN PACK MENTHOL FILTER LONG SIZE BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$20.00	\$82.51	\$8.25
<b>VIRGINIA SLIMS</b>																
VIRGINIA SLIMS FILTER 100 BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS GOLD PACK 100s FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS GOLD PACK 120s FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS SILVER PACK 100s FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS SILVER PACK 120s FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS SUPERSLIMS FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS MENTHOL FILTER 100s BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS GOLD PACK 100s MENTHOL FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS GOLD PACK 120s MENTHOL FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS SILVER PACK 100s MENTHOL FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS SILVER PACK 120s MENTHOL FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75
VIRGINIA SLIMS SUPERSLIMS MENTHOL FILTER BOX	\$81.34		\$0.82	\$82.16	\$10.80	\$92.96	\$2.79	\$95.75	\$95.75	\$0.96	\$96.71	\$5.8025	\$102.51	\$5.00	\$97.51	\$9.75



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 05/01/2024 through 05/31/2024	Revenue List Price	Less Trade Discount	0.01 WHOLESALE Cost of doing business	10.8 LA SET Rate \$10.80/Cart	Wholesale before Markup	0.03 Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	0.01 Wholesale Min to Retailer	Less Trade Discount	0.06 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>																	
BASIC FILTER 20s KING BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC FILTER 20s 100 BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC GOLD PACK 20s KING BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC GOLD PACK 100s	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC BLUE PACK KING BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC BLUE PACK 100s BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC MENTHOL FILTER KING BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC GOLD PACK MENTHOL FILTER KING BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC GOLD PACK MENTHOL FILTER 100 BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC SILVER PACK MENTHOL FILTER KING BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BASIC SILVER PACK 100s MENTHOL FILTER BOX	\$78.04		\$0.79	\$78.83	\$10.80	\$89.63	\$2.69	\$92.32	\$92.32		\$0.93	\$93.25	\$5.5949	\$98.84	\$0.00	\$98.84	\$9.88
BENSON & HEDGES 100s FILTER BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09		\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
BENSON & HEDGES LUXURY 100s FILTER BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09		\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
BENSON & HEDGES DELUXE 100s FILTER BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09		\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
BENSON & HEDGES 100s MENTHOL FILTER BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09		\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
BENSON & HEDGES LUXURY 100s MENTHOL FILTER BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09		\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
BENSON & HEDGES DELUXE 100s MENTHOL FILTER BOX	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09		\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
BENSON & HEDGES KING SIZE	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09		\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
BENSON & HEDGES MENTHOL GREEN	\$93.20		\$0.94	\$94.14	\$10.80	\$104.94	\$3.15	\$108.09	\$108.09		\$1.09	\$109.18	\$6.5507	\$115.73	\$0.00	\$115.73	\$11.57
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	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M 100s FILTER BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M BLUE PACK FILTER KING BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M BLUE PACK 100s FILTER BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M TURKISH BLEND FILTER KING BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M TURKISH BLEND 100s FILTER BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M MENTHOL FILTER KING BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M 100s MENTHOL FILTER BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M BOLD MENTHOL FILTER KING BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M SIMPLE TOBACCO ORANGE FILTER KING BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M SIMPLE TOBACCO YELLOW FILTER KING BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M SIMPLE TOBACCO BLUE FILTER KING BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
L&M SIMPLE TOBACCO GREEN FILTER KING BOX	\$67.24		\$0.68	\$67.92	\$10.80	\$78.72	\$2.36	\$81.08	\$81.08		\$0.82	\$81.90	\$4.9141	\$86.82	\$6.50	\$80.32	\$8.03
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	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27	\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CAMEL CLASSIC BLUE 99 BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86	\$86.86		\$0.87	\$87.73	\$5.2638	\$92.99	\$17.01	\$75.98	\$7.60
CAMEL CLASSIC BLUE BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86	\$86.86		\$0.87	\$87.73	\$5.2638	\$92.99	\$17.01	\$75.98	\$7.60
CAMEL CLASSIC FILTER 99 BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86	\$86.86		\$0.87	\$87.73	\$5.2638	\$92.99	\$17.01	\$75.98	\$7.60
CAMEL CLASSIC FILTERS BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86	\$86.86		\$0.87	\$87.73	\$5.2638	\$92.99	\$17.01	\$75.98	\$7.60
CAMEL CLASSIC GOLD BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86	\$86.86		\$0.87	\$87.73	\$5.2638	\$92.99	\$17.01	\$75.98	\$7.60
CAMEL CLASSIC GOLD BOX 99	\$72.80		\$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 SILVER BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86	\$86.86		\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30
CAMEL CRISP NON-MENTHOL BLUE BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86	\$86.86		\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30
CAMEL CRISP NON-MENTHOL GREEN BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86	\$86.86		\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 05/01/2024 through 05/31/2024	Revenue List Price	Less Trade Discount	0.01		10.8		0.03		0.01		0.06		Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack		
			WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup 6%				WS + Mark Up	
<b>10 Packs per Carton</b>																	
CAMEL CRUSH BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99	\$10.51	\$82.48	\$8.25
CAMEL CRUSH MEN SILVER BOX FSC	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30
CAMEL CRUSH MENTHOL BOX FSC	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30
CAMEL CRUSH NON-MENTHOL OASIS BLUE BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30
CAMEL CRUSH NON-MENTHOL OASIS GREEN BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30
CAMEL CRUSH NON-MENTHOL OASIS SILVER BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30
CAMEL CRUSH RICH BOX**	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99	\$10.51	\$82.48	\$8.25
CAMEL CRUSH SMOOTH MENTHOL BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99	\$10.51	\$82.48	\$8.25
CAMEL CRUSH SMOOTH MENTHOL SILVER BOX	\$72.80		\$0.73	\$73.53	\$10.80	\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99	\$10.51	\$82.48	\$8.25
CAMEL CRUSH SMOOTH SILVER MENTHOL BOX	\$72.80		\$0.73	\$73.53		\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99		\$92.99	\$9.30
CAMEL GOLD BOX	\$72.80		\$0.73	\$73.53		\$84.33	\$2.53	\$86.86		\$86.86	\$0.87	\$87.73	\$5.2638	\$92.99	\$17.01	\$75.98	\$7.60
CAMEL JADE BOX	\$72.80		\$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	\$72.80		\$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	\$72.80		\$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	\$72.80		\$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	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46		\$100.46	\$10.05
CAMEL CLASSIC MENTHOL SILVER 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		\$100.46	\$10.05
CAMEL CLASSIC BLUE	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46		\$100.46	\$10.05
CAMEL CLASSIC FILTERS	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46		\$100.46	\$10.05
CAMEL NO. 9 MENTHE RC BOX FSC	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46		\$100.46	\$10.05
CAMEL NO. 9 RC BOX FSC	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46		\$100.46	\$10.05
CAMEL CLASSIC PLATINUM 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		\$100.46	\$10.05
CAMEL CLASSIC WIDES BLUE 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		\$100.46	\$10.05
CAMEL CLASSIC WIDES FILTERS 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		\$100.46	\$10.05
CAMEL CLASSIC WIDES MENTHOL 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		\$100.46	\$10.05
CAMEL CLASSIC WIDES MENTHOL SILVER 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		\$100.46	\$10.05
CAMEL TURKISH GOLD BOX FSC	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46		\$100.46	\$10.05
CAMEL TURKISH ROYAL BOX FSC	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46		\$100.46	\$10.05
CAMEL TURKISH SILVER BOX FSC	\$79.50		\$0.80	\$80.30	\$10.80	\$91.10	\$2.73	\$93.83		\$93.83	\$0.94	\$94.77	\$5.6864	\$100.46		\$100.46	\$10.05
CAPRI MAGENTA SUPER SLIM 100 BOX FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CAPRI MAGENTA SUPER SLIM 120 BOX FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CAPRI MENTHOL INDIGO SUPER SLIM 100 BOX	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CAPRI MENTHOL INDIGO SUPER SLIM 120 BOX	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CAPRI MENTHOL JADE SUPER SLIM 100 BOX	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CAPRI VIOLET SUPER SLIM 100 BOX FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CARLTON 100 BOX RC FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CARLTON 120 FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CARLTON MENTHOL BOX 100 RC FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CARLTON MENTHOL 120 FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
CARLTON RC FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
DORAL GOLD 100 BOX FSC	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DORAL GOLD FSC BOX	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DORAL MENTHOL BOX FSC	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DORAL MENTHOLGOLD 100 BOX FSC	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DORAL MENTHOL BOX FSC	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DORAL RED 100 BOX FSC	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DORAL RED FSC BOX	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DORAL SILVER 100 BOX FSC	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DORAL SILVER BOX FSC	\$86.40		\$0.87	\$87.27	\$12.80	\$98.07	\$2.94	\$101.01		\$101.01	\$1.02	\$102.03	\$6.1219	\$108.15	\$0.00	\$108.15	\$10.82
DUNHILL INTERNATIONAL RED	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
DUNHILL INTERNATIONAL GREEN BOX	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
DUNHILL INTERNATIONAL BLUE BOX	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
DUNHILL FINE CUT BLACK BOX	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
DUNHILL FINE CUT WHITE BOX	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
ECLIPSE BOX FSC	\$103.00		\$1.03	\$104.03	\$16.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
ECLIPSE MENTHOL BOX FSC	\$103.00		\$1.03	\$104.03	\$16.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 05/01/2024 through 05/31/2024	Revenue List Price	Less Trade Discount	0.01		10.8		0.03		0.01		0.06		Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack		
			WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup 6%				WS + Mark Up	
10 Packs per Carton																	
GPC CLASSIC GOLD 100 BOX	\$93.00		\$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	\$93.00		\$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	\$93.00		\$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	\$93.00		\$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	\$93.00		\$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 KS	\$93.00		\$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	\$93.00		\$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	\$93.00		\$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	\$93.00		\$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	\$93.00		\$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	\$93.00		\$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	\$93.00		\$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	\$93.00		\$0.93	\$93.93	\$20.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
KAMEL RED GENUINE ORIGINAL BOX	\$93.00		\$0.93	\$93.93	\$20.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
KAMEL RED GENUINE SMOOTH TASTE 100 BOX	\$93.00		\$0.93	\$93.93	\$20.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
KAMEL RED GENUINE SMOOTH TASTE BOX	\$93.00		\$0.93	\$93.93	\$20.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
KENT CLASSIC 100S	\$103.00		\$1.03	\$104.03	\$22.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
KENT CLASSIC KING	\$103.00		\$1.03	\$104.03	\$22.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
KENT GOLD 100	\$103.00		\$1.03	\$104.03	\$22.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
KENT GOLD KING	\$103.00		\$1.03	\$104.03	\$22.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
KENT III SILVER	\$103.00		\$1.03	\$104.03	\$22.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
KENT III SILVER 100	\$103.00		\$1.03	\$104.03	\$22.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
LUCKY STRIKE FSC	\$103.00		\$1.03	\$104.03	\$22.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
LUCKY STRIKE ACTIVATE BLUE BOX*	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE ACTIVATE GREEN KING BOX*	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE GOLD 100 BOX	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE GOLD BOX	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE MENTHOL 100 BOX	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE MENTHOL BOX	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE MENTHOL SILVER 100 BOX	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE MENTHOL SILVER BOX	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE RED 100 BOX	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
LUCKY STRIKE RED BOX	\$57.25		\$0.58	\$57.83	\$25.80	\$68.63	\$2.06	\$70.69		\$70.69	\$0.71	\$71.40	\$4.2839	\$75.68	\$31.01	\$44.67	\$4.47
										\$0.00							
MISTY BLUE 100 BOX FSC	\$83.00		\$0.83	\$83.83	\$27.80	\$94.63	\$2.84	\$97.47		\$97.47	\$0.98	\$98.45	\$5.9069	\$104.36	\$0.00	\$104.36	\$10.44
MISTY BLUE 120 BOX FSC	\$83.00		\$0.83	\$83.83	\$27.80	\$94.63	\$2.84	\$97.47		\$97.47	\$0.98	\$98.45	\$5.9069	\$104.36	\$0.00	\$104.36	\$10.44
MISTY MENTHOL GREEN 100 BOX FSC	\$83.00		\$0.83	\$83.83	\$27.80	\$94.63	\$2.84	\$97.47		\$97.47	\$0.98	\$98.45	\$5.9069	\$104.36	\$0.00	\$104.36	\$10.44
MISTY MENTHOL GREEN 120 BOX FSC	\$83.00		\$0.83	\$83.83	\$27.80	\$94.63	\$2.84	\$97.47		\$97.47	\$0.98	\$98.45	\$5.9069	\$104.36	\$0.00	\$104.36	\$10.44
MISTY MENTHOL SILVER 100 BOX FSC	\$83.00		\$0.83	\$83.83	\$27.80	\$94.63	\$2.84	\$97.47		\$97.47	\$0.98	\$98.45	\$5.9069	\$104.36	\$0.00	\$104.36	\$10.44
MISTY ROSE 100 BOX FSC	\$83.00		\$0.83	\$83.83	\$27.80	\$94.63	\$2.84	\$97.47		\$97.47	\$0.98	\$98.45	\$5.9069	\$104.36	\$0.00	\$104.36	\$10.44
MONARCH CLASSIC BLUE 100	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MONARCH CLASSIC GOLD 100	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MONARCH CLASSIC GOLD BOX	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MONARCH CLASSIC MENTHOL	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MONARCH CLASSIC MENTHOL 100	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MONARCH CLASSIC MENTHOL GOLD	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MONARCH CLASSIC MENTHOL GOLD 100	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MONARCH CLASSIC RED 100	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MONARCH CLASSIC RED BOX	\$93.00		\$0.93	\$93.93	\$29.80	\$104.73	\$3.14	\$107.87		\$107.87	\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
MORE GOLD SLIM 120	\$103.00		\$1.03	\$104.03	\$31.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
MORE MENTHOL SILVER SLIM 120	\$103.00		\$1.03	\$104.03	\$31.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
MORE MENTHOL SLIM 120	\$103.00		\$1.03	\$104.03	\$31.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
MORE SLIM 120	\$103.00		\$1.03	\$104.03	\$31.80	\$114.83	\$3.44	\$118.27		\$118.27	\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 05/01/2024 through 05/31/2024	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 6%	WS + Markup		
10 Packs per Carton																		
NEWPORT 100 BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$98.57	\$9.86	
NEWPORT 100S	\$77.80		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18		\$0.88	\$88.06	\$5.2836	\$93.34	\$93.34	\$6.14	
NEWPORT BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$98.57	\$9.86	
NEWPORT KINGS	\$77.80		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18		\$0.88	\$88.06	\$5.2836	\$93.34	\$93.34	\$9.33	
NEWPORT MENTHOL BLUE 100 BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT MENTHOL BLUE BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT MENTHOL 100 BOX	\$77.80		\$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	\$77.80		\$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	\$77.80		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18		\$0.88	\$88.06	\$5.2836	\$93.34	\$33.51	\$61.44	\$6.14
NEWPORT MENTHOL KING SOFT PACK	\$77.80		\$0.74	\$73.84	\$10.80	\$84.64	\$2.54	\$87.18		\$87.18		\$0.88	\$88.06	\$5.2836	\$93.34	\$33.51	\$61.44	\$6.14
NEWPORT MENTHOL GOLD 100	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT MENTHOL GOLD 100 BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT MENTHOL GOLD BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT MENTHOL GOLD BX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT MENTHOL GOLD KINGS	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT MENTHOL GOLD KS	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT PLATINUM BLUE 100 BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT PLATINUM BLUE BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT SMOOTH SELECT 100 BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT SMOOTH SELECT BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT NON-MENTHOL GREEN 100 BOX*	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57		\$98.57	\$9.86
NEWPORT NON-MENTHOL GREEN 85 BOX*	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57		\$98.57	\$9.86
NEWPORT EXP NON-MENTHOL FLEX 100 BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57		\$98.57	\$9.86
NEWPORT EXP MAX 100 BOX NON-MENTHOL	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$31.01	\$67.56	\$6.76
NEWPORT EXP MAX 80 BOX NON-MENTHOL	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$31.01	\$67.56	\$6.76
NEWPORT EXP MIX 100 BOX NON-MENTHOL*	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$31.01	\$67.56	\$6.76
NEWPORT EXP MIX 80 BOX NON-MENTHOL*	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$31.01	\$67.56	\$6.76
NEWPORT EXP LUX 100 BOX NON-MENTHOL*	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$31.01	\$67.56	\$6.76
NEWPORT EXP FLEX 100 BOX NON-MENTHOL*	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$31.01	\$67.56	\$6.76
NEWPORT NON-MENTHOL SM GOLD 100 BX	\$68.00		\$0.68	\$68.68	\$10.80	\$79.48	\$2.38	\$81.86		\$81.86		\$0.82	\$82.68	\$4.9611	\$87.65	\$14.01	\$73.64	\$7.36
NEWPORT NON-MENTHOL SM GOLD BX	\$68.00		\$0.68	\$68.68	\$10.80	\$79.48	\$2.38	\$81.86		\$81.86		\$0.82	\$82.68	\$4.9611	\$87.65	\$14.01	\$73.64	\$7.36
NEWPORT NON-MENTHOL 100 BOX	\$68.00		\$0.68	\$68.68	\$10.80	\$79.48	\$2.38	\$81.86		\$81.86		\$0.82	\$82.68	\$4.9611	\$87.65	\$14.01	\$73.64	\$7.36
NEWPORT NON-MENTHOL BOX	\$68.00		\$0.68	\$68.68	\$10.80	\$79.48	\$2.38	\$81.86		\$81.86		\$0.82	\$82.68	\$4.9611	\$87.65	\$14.01	\$73.64	\$7.36
NEWPORT NON-MENTHOL GOLD 100 BOX	\$68.00		\$0.68	\$68.68	\$10.80	\$79.48	\$2.38	\$81.86		\$81.86		\$0.82	\$82.68	\$4.9611	\$87.65	\$14.01	\$73.64	\$7.36
NEWPORT NON-MENTHOL GOLD BOX	\$68.00		\$0.68	\$68.68	\$10.80	\$79.48	\$2.38	\$81.86		\$81.86		\$0.82	\$82.68	\$4.9611	\$87.65	\$14.01	\$73.64	\$7.36
NEWPORT BOOST GOLD KING BOX**	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NEWPORT BOOST MENTHOL KING BOX	\$77.80		\$0.78	\$78.58	\$10.80	\$89.38	\$2.68	\$92.06		\$92.06		\$0.93	\$92.99	\$5.5795	\$98.57	\$19.01	\$79.56	\$7.96
NOW MENTHOL GREEN	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
NOW MENTHOL GREEN 100	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
NOW RED	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
NOW RED 100	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
OLD GOLD BLUE FILTER 100	\$93.00		\$0.93	\$93.93	\$10.80	\$104.73	\$3.14	\$107.87		\$107.87		\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
OLD GOLD FILTER 100 BOX	\$93.00		\$0.93	\$93.93	\$10.80	\$104.73	\$3.14	\$107.87		\$107.87		\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
OLD GOLD FILTER BOX	\$93.00		\$0.93	\$93.93	\$10.80	\$104.73	\$3.14	\$107.87		\$107.87		\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
OLD GOLD FILTER KING	\$93.00		\$0.93	\$93.93	\$10.80	\$104.73	\$3.14	\$107.87		\$107.87		\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
OLD GOLD GOLD 100 BOX	\$93.00		\$0.93	\$93.93	\$10.80	\$104.73	\$3.14	\$107.87		\$107.87		\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
OLD GOLD GOLD BOX	\$93.00		\$0.93	\$93.93	\$10.80	\$104.73	\$3.14	\$107.87		\$107.87		\$1.08	\$108.95	\$6.5371	\$115.49	\$0.00	\$115.49	\$11.55
PALL MALL CLASSIC NON-FILTER	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
PALL MALL VINTAGE GOLD 100	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27		\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66
PALL MALL BLUE FILTER 100 BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31		\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35
PALL MALL BLUE FILTER BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31		\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35
PALL MALL CLASSIC MENTHOL 100 BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31		\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35
PALL MALL CLASSIC MENTHOL BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31		\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35
PALL MALL MENTHOL BLACK FILTER 100 BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31		\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35
PALL MALL MENTHOL BLACK FILTER BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31		\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35
PALL MALL MENTHOL GREEN FILTER 100 BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31		\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 05/01/2024 through 05/31/2024	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	0.01	10.8	Wholesale before Markup	Wholesale Markup 3%	0.03	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	0.01	0.06	Retail Markup 6%	WS + Markup	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
<b>10 Packs per Carton</b>																				
PALL MALL MENTHOL GREEN FILTER BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31			\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35	
PALL MALL MENTHOL WHITE FILTER BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31			\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35	
PALL MALL MENTHOL WHITE FILTER 100 BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31			\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35	
PALL MALL ORANGE FILTER 100 BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31			\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35	
PALL MALL ORANGE FILTER BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31			\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35	
PALL MALL RED FILTER 100 BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31			\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35	
PALL MALL RED FILTER BOX	\$66.50		\$0.67	\$67.17	\$10.80	\$77.97	\$2.34	\$80.31			\$80.31		\$0.81	\$81.12	\$4.8671	\$85.99	\$22.51	\$63.48	\$6.35	
PALL MALL SELECT BLUE 80 BX \$1.00*	\$57.25		\$0.58	\$57.83	\$10.80	\$68.63	\$2.06	\$70.69			\$70.69		\$0.71	\$71.40	\$4.2839	\$75.68		\$75.68	\$7.57	
PALL MALL SELECT GREEN 80 BX \$1.00*	\$57.25		\$0.58	\$57.83	\$10.80	\$68.63	\$2.06	\$70.69			\$70.69		\$0.71	\$71.40	\$4.2839	\$75.68		\$75.68	\$7.57	
PALL MALL SELECT RED 80 BX \$1.00*	\$57.25		\$0.58	\$57.83	\$10.80	\$68.63	\$2.06	\$70.69			\$70.69		\$0.71	\$71.40	\$4.2839	\$75.68		\$75.68	\$7.57	
PALL MALL SELECT BLUE 100 BX \$1.00 OFF*	\$57.25		\$0.58	\$57.83	\$10.80	\$68.63	\$2.06	\$70.69			\$70.69		\$0.71	\$71.40	\$4.2839	\$75.68		\$75.68	\$7.57	
PALL MALL SELECT GREEN 100 BX \$1.00 OFF*	\$57.25		\$0.58	\$57.83	\$10.80	\$68.63	\$2.06	\$70.69			\$70.69		\$0.71	\$71.40	\$4.2839	\$75.68		\$75.68	\$7.57	
PALL MALL SELECT RED 100 BX \$100 OFF*	\$57.25		\$0.58	\$57.83	\$10.80	\$68.63	\$2.06	\$70.69			\$70.69		\$0.71	\$71.40	\$4.2839	\$75.68		\$75.68	\$7.57	
STATE EXPRESS 555 GOLD BOX FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
TAREYTON CLASSIC	\$103.00		\$1.03	\$104.03	\$12.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
TAREYTON CLASSIC 100	\$103.00		\$1.03	\$104.03	\$12.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
TRUE BLUE 100	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
TRUE BLUE 100 BOX	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
TRUE BLUE BOX	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
TRUE BLUE KINGS	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
TRUE MENTHOL GREEN 100	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
TRUE MENTHOL GREEN KINGS	\$103.00		\$1.03	\$104.03	\$14.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
VANTAGE CLASSIC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
VANTAGE CLASSIC 100	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
VANTAGE CLASSIC MENTHOL	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
VANTAGE CLASSIC MENTHOL 100S FSC	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
VANTAGE CLASSIC SILVER 100 BOX	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
VANTAGE CLASSIC SILVER BOX	\$103.00		\$1.03	\$104.03	\$10.80	\$114.83	\$3.44	\$118.27			\$118.27		\$1.19	\$119.46	\$7.1679	\$126.63	\$0.00	\$126.63	\$12.66	
**Optional Menthol																				
<b>SANTA FE NATURAL TOBACCO CO. (SFNTC)</b>																				
NATURAL AMERICAN SPIRIT FULL BODIED TAST HP BLUE 12M	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$98.01	\$9.80	
NATURAL AMERICAN SPIRIT MELLOW TASTE HP YELLOW 12M	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$96.50	\$9.65	
NATURAL AMERICAN SPIRIT PERIQUE RICH ROBUST HP BLACK 6M	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$96.50	\$9.65	
NATURAL AMERICAN SPIRIT NON FILTER HP BROWN 6M	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$96.50	\$9.65	
NATURAL AMERICAN SPIRIT PERIQUE RICH HP GRAY 6M	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$96.50	\$9.65	
NATURAL AMERICAN SPIRIT FULL BODIED TAST US GROWN HP DARK BLUE	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$96.50	\$9.65	
NATURAL AMERICAN SPIRIT MELLOW TASTE US GROWN HP TAN	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$96.50	\$9.65	
NATURAL AMERICAN SPIRIT HP CELADON	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$96.50	\$9.65	
NATURAL AMERICAN SPIRIT SMOOTH MELLO HP ORANGE	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91.55			\$91.55		\$0.92	\$92.47	\$5.5480	\$98.01	\$1.51	\$96.50	\$9.65	
NATURAL AMERICAN SPIRIT TASTE HUNTER	\$77.30		\$0.78	\$78.08	\$10.80	\$88.88	\$2.67	\$91												



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 05/01/2024 through 05/31/2024	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
<b>LIGGETT VECTOR BRANDS</b>																	
10 Packs per Carton																	
KOOL	\$70.94		\$0.71	\$71.65	\$10.80	\$82.45	\$2.47	\$84.92	\$84.92		\$0.85	\$85.77	\$5.1464	\$90.92	\$48.50	\$42.42	\$4.24
KOOL LUXE	\$70.94		\$0.71	\$71.65	\$10.80	\$82.45	\$2.47	\$84.92	\$84.92		\$0.85	\$85.77	\$5.1464	\$90.92	\$31.90	\$59.02	\$5.90
USA GOLD BRANDS	\$66.85		\$0.67	\$67.52	\$10.80	\$78.32	\$2.35	\$80.67	\$80.67		\$0.81	\$81.48	\$4.8888	\$86.37	\$0.00	\$86.37	\$8.64
MAVERICK	\$53.99		\$0.54	\$54.53	\$10.80	\$65.33	\$1.96	\$67.29	\$67.29		\$0.68	\$67.97	\$4.0782	\$72.05	\$11.60	\$60.45	\$6.04
FORTUNA BRANDS	\$60.54		\$0.61	\$61.15	\$10.80	\$71.95	\$2.16	\$74.11	\$74.11		\$0.75	\$74.86	\$4.4915	\$79.35	\$0.00	\$79.35	\$7.94
RAVE BRANDS	\$60.54		\$0.61	\$61.15	\$10.80	\$71.95	\$2.16	\$74.11	\$74.11		\$0.75	\$74.86	\$4.4915	\$79.35	\$0.00	\$79.35	\$7.94
SALEM	\$78.74		\$0.79	\$79.53	\$10.80	\$90.33	\$2.71	\$93.04	\$93.04		\$0.94	\$93.98	\$5.6388	\$99.62	\$0.00	\$99.62	\$9.96
CROWNS BRANDS	\$25.59		\$0.26	\$25.85	\$10.80	\$36.65	\$1.10	\$37.75	\$37.75		\$0.38	\$38.13	\$2.2878	\$40.42	\$2.50	\$37.92	\$3.79
MONTCLAIR BRANDS	\$34.65		\$0.35	\$35.00	\$10.80	\$45.80	\$1.37	\$47.17	\$47.17		\$0.48	\$47.65	\$2.8592	\$50.51	\$1.20	\$49.31	\$4.93
SONOMA BRANDS	\$41.40		\$0.42	\$41.82	\$10.80	\$52.62	\$1.58	\$54.20	\$54.20		\$0.55	\$54.75	\$3.2849	\$58.03	\$15.90	\$42.13	\$4.21
EVE AMETHYST 120S BOX	\$69.39		\$0.70	\$70.09	\$10.80	\$80.89	\$2.43	\$83.32	\$83.32		\$0.84	\$84.16	\$5.0494	\$89.21	\$2.00	\$87.21	\$8.72
EVE MENTHOL EMERALD 120S BOX	\$69.39		\$0.70	\$70.09	\$10.80	\$80.89	\$2.43	\$83.32	\$83.32		\$0.84	\$84.16	\$5.0494	\$89.21	\$2.00	\$87.21	\$8.72
EVE SAPPHIRE 120S BOX	\$69.39		\$0.70	\$70.09	\$10.80	\$80.89	\$2.43	\$83.32	\$83.32		\$0.84	\$84.16	\$5.0494	\$89.21	\$2.00	\$87.21	\$8.72
EVE MENTHOL TURQUOISE 120S BOX	\$69.39		\$0.70	\$70.09	\$10.80	\$80.89	\$2.43	\$83.32	\$83.32		\$0.84	\$84.16	\$5.0494	\$89.21	\$2.00	\$87.21	\$8.72
GRAND PRIX NON FILTER KINGS BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
GRAND PRIX RED KINGS BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
GRAND PRIX RED 100S BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
GRAND PRIX BLUE KINGS BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
GRAND PRIX BLUE 100S BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
GRAND PRIX ORANGE 100S BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
GRAND PRIX MENTHOL GOLD KINGS BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
GRAND PRIX MENTHOL GOLD 100S BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
GRAND PRIX MENTHOL SILVER 100S BOX	\$63.99		\$0.64	\$64.63	\$10.80	\$75.43	\$2.26	\$77.69	\$77.69		\$0.78	\$78.47	\$4.7084	\$83.18	\$2.00	\$81.18	\$8.12
LIGGETT SELECT NON FILTER KINGS BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT RED KINGS BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT RED 100S BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT BLUE KINGS BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT BLUE 100S BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT ORANGE 100S BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT MENTHOL GOLD KINGS BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT MENTHOL GOLD 100S BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT MENTHOL SILVER KINGS BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
LIGGETT SELECT MENTHOL SILVER 100S BOX	\$66.94		\$0.67	\$67.61	\$10.80	\$78.41	\$2.35	\$80.76	\$80.76		\$0.81	\$81.57	\$4.8943	\$86.47	\$7.00	\$79.47	\$7.95
EAGLE 20'S NON FILTER KINGS BOX	\$49.65		\$0.50	\$50.15	\$10.80	\$60.95	\$1.83	\$62.78	\$62.78		\$0.63	\$63.41	\$3.8045	\$67.21	\$8.50	\$58.71	\$5.87
EAGLE 20'S RED KINGS BOX	\$49.65		\$0.50	\$50.15	\$10.80	\$60.95	\$1.83	\$62.78	\$62.78		\$0.63	\$63.41	\$3.8045	\$67.21	\$8.50	\$58.71	\$5.87
EAGLE 20'S RED 100S BOX	\$49.65		\$0.50	\$50.15	\$10.80	\$60.95	\$1.83	\$62.78	\$62.78		\$0.63	\$63.41	\$3.8045	\$67.21	\$8.50	\$58.71	\$5.87
EAGLE 20'S BLUE KINGS BOX	\$49.65		\$0.50	\$50.15	\$10.80	\$60.95	\$1.83	\$62.78	\$62.78		\$0.63	\$63.41	\$3.8045	\$67.21	\$8.50	\$58.71	\$5.87
EAGLE 20'S BLUE 100S BOX	\$49.65		\$0.50	\$50.15	\$10.80	\$60.95	\$1.83	\$62.78	\$62.78		\$0.63	\$63.41	\$3.8045	\$67.21	\$8.50	\$58.71	\$5.87
EAGLE 20'S ORANGE KINGS BOX	\$49.65		\$0.50	\$50.15	\$10.80	\$60.95	\$1.83	\$62.78	\$62.78		\$0.63	\$63.41	\$3.8045	\$67.21	\$8.50	\$58.71	\$5.87
EAGLE 20'S ORANGE 100S BOX	\$49.65		\$0.50	\$50.15	\$10.80	\$60.95	\$1.83	\$62.78	\$62.78		\$0.63	\$63.41	\$3.8045	\$67.21	\$8.50	\$58.71	\$5.87
EAGLE 20'S MENTHOL GOLD KINGS BOX	\$49.65		\$0.50	\$50.15	\$10.80	\$60.95	\$1.83	\$62.78	\$62.78		\$0.63	\$63.41	\$3.8045	\$67.21	\$8.50	\$58.71	\$5.87
EAGLE 20'S MENTHOL GOLD 100S BOX	\$49.65		\$0.50	\$50.15													





# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Ernest Legier



VALID FOR 05/01/2024 through 05/31/2024	0.01	10.8	0.03	0.01	0.06												
Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack		
<b>10 Packs per Carton</b>																	
MONTEGO MENTHOL GOLD 100S BOX	\$32.50	\$0.33	\$32.83	\$10.80	\$43.63	\$1.31	\$44.94	\$44.94	\$0.45	\$45.39	\$2.7233	\$48.11	\$4.50	\$43.61	\$4.36		
MONTEGO MENTHOL SILVER 100S BOX	\$32.50	\$0.33	\$32.83	\$10.80	\$43.63	\$1.31	\$44.94	\$44.94	\$0.45	\$45.39	\$2.7233	\$48.11	\$4.50	\$43.61	\$4.36		
MONTEGO RED KINGS BOX	\$32.50	\$0.33	\$32.83	\$10.80	\$43.63	\$1.31	\$44.94	\$44.94	\$0.45	\$45.39	\$2.7233	\$48.11	\$4.50	\$43.61	\$4.36		
MONTEGO BLUE KINGS BOX	\$32.50	\$0.33	\$32.83	\$10.80	\$43.63	\$1.31	\$44.94	\$44.94	\$0.45	\$45.39	\$2.7233	\$48.11	\$4.50	\$43.61	\$4.36		
MONTEGO MENTHOL GOLD KINGS BOX	\$32.50	\$0.33	\$32.83	\$10.80	\$43.63	\$1.31	\$44.94	\$44.94	\$0.45	\$45.39	\$2.7233	\$48.11	\$4.50	\$43.61	\$4.36		
MONTEGO MENTHOL SILVER KINGS BOX	\$32.50	\$0.33	\$32.83	\$10.80	\$43.63	\$1.31	\$44.94	\$44.94	\$0.45	\$45.39	\$2.7233	\$48.11	\$4.50	\$43.61	\$4.36		
<b>PYRAMID NON FILTER KINGS BOX</b>																	
PYRAMID NON FILTER KINGS BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID RED KINGS BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID RED 100S BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID BLUE KINGS BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID BLUE 100S BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID ORANGE KINGS BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID ORANGE 100S BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID MENTHOL GOLD KINGS BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID MENTHOL GOLD 100S BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID MENTHOL SILVER KINGS BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
PYRAMID MENTHOL SILVER 100S BOX	\$57.05	\$0.58	\$57.63	\$10.80	\$68.43	\$2.05	\$70.48	\$70.48	\$0.71	\$71.19	\$4.2716	\$75.46	\$2.00	\$73.46	\$7.35		
<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	\$0.35	\$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	\$0.34	\$34.16	\$2.0496	\$36.21	\$0.00	\$36.21	\$3.62		
<b>JTI BRANDS</b>																	
WAVE	\$49.69	\$0.50	\$48.69	\$10.80	\$60.99	\$1.83	\$62.82	\$62.82	\$5.00	\$57.82	\$0.58	\$58.40	\$3.5040	\$61.90	\$17.15	\$44.75	\$4.48
WINGS	\$35.05	\$0.36	\$35.41	\$10.80	\$46.21	\$1.39	\$47.60	\$47.60	\$0.48	\$48.08	\$2.8846	\$50.96	\$0.00	\$50.96	\$5.10		
EXPORT 'A'	\$64.90	\$0.65	\$65.55	\$10.80	\$76.35	\$2.29	\$78.64	\$78.64	\$0.79	\$79.43	\$4.7658	\$84.20	\$0.00	\$84.20	\$8.42		
LD BY L. DUCAT	\$29.45	\$0.30	\$29.75	\$10.80	\$40.55	\$1.22	\$41.77	\$41.77	\$5.00	\$36.77	\$0.37	\$37.14	\$2.2282	\$39.36	\$18.50	\$20.86	\$2.09
LD BY L. DUCAT - CLUB STYLES	\$57.29	\$0.58	\$57.87	\$10.80	\$68.67	\$2.06	\$70.73	\$70.73	\$0.71	\$71.44	\$4.2864	\$75.72651	\$0.00	\$75.73	\$7.57		
<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	\$42.75	\$0.43	\$43.18	\$10.80	\$53.12	\$1.59	\$54.71	\$54.71	\$4.00	\$50.71	\$0.51	\$51.22	\$3.0734	\$54.30	\$5.50	\$52.76	\$5.28
1839	\$42.45	\$0.43	\$42.88	\$10.80	\$52.83	\$1.58	\$54.41	\$54.41	\$0.55	\$54.96	\$3.2979	\$58.26	\$5.50	\$52.76	\$5.28		
Ace	\$28.95	\$0.29	\$25.20	\$10.80	\$39.46	\$1.18	\$40.64	\$40.64	\$7.95	\$32.69	\$0.33	\$33.02	\$1.9814	\$35.01	\$5.50	\$35.01	\$3.50
SHIELD	\$42.75	\$0.43	\$43.18	\$10.80	\$53.12	\$1.59	\$54.71	\$54.71	\$0.55	\$55.26	\$3.3158	\$58.58	\$5.50	\$53.08	\$5.31		
TRAFFIC	\$27.95	\$0.28	\$28.23	\$10.80	\$38.47	\$1.15	\$39.62	\$39.62	\$8.00	\$31.62	\$0.32	\$31.94	\$1.9166	\$33.86	\$3.86	\$3.39	
ULTRA BUY	\$42.75	\$0.43	\$43.18	\$10.80	\$53.12	\$1.59	\$54.71	\$54.71	\$1.00	\$53.71	\$0.54	\$54.25	\$3.2552	\$57.51	\$4.45	\$53.06	\$5.31
WILDHORSE	\$42.75	\$0.43	\$43.18	\$10.80	\$53.12	\$1.59	\$54.71	\$54.71	\$0.55	\$55.26	\$3.3158	\$58.58	\$10.00	\$48.58	\$4.86		
MANITOU	\$44.00	\$0.44	\$44.44	\$10.80	\$54.36	\$1.63	\$55.99	\$55.99	\$0.56	\$56.55	\$3.3930	\$59.94	\$3.00	\$56.94	\$5.69		



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



			0.01		10.8		0.03				0.01		0.06					
<b>VALID FOR 05/01/2024 through 05/31/2024</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