



Louisiana Office of Alcohol and Tobacco Control
Commissioner Ernest Legier



VALID FOR 11/01/2024 through 11/30/2024	0.01		10.8		0.03		0.01		0.06		Rebate		RETAIL		RETAIL		
	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	Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
PHILLIP MORRIS BRANDS																	
MARLBORO MAINLINE MENTHOL PACKINGS																	
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
MARLBORO MAINLINE NON-MENTHOL PACKINGS (RED)																	
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
MARLBORO GOLD LABEL																	
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
MARLBORO RED LABEL																	
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
MARLBORO BLACK NON-MENTHOL																	
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
MARLBORO BLACK MENTHOL																	
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
MARLBORO SPECIAL SELECT PACKINGS-																	



Louisiana Office of Alcohol and Tobacco Control
Commissioner Ernest Legier



			0.01		10.8		0.03				0.01		0.06					
VALID FOR 11/01/2024 through 11/30/2024	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business		LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Markup 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
10 Packs per Carton																		
MARLBORO SPECIAL SELECT GOLD KING BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35		\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL SELECT GOLD 100 BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35		\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL SELECT RED KING BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35		\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL SELECT RED 100 BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35		\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL BLEND GREEN KING BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35		\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO SPECIAL BLEND GREEN 100 BOX	\$73.54	2.20	\$0.72	\$72.06	\$10.80	\$82.86	\$2.49	\$85.35		\$85.35		\$0.86	\$86.21	\$5.1723	\$91.38	\$18.00	\$73.38	\$7.34
MARLBORO 72'S																		
MARLBORO 72s BOX	\$71.84	2.20	\$0.70	\$70.34	\$10.80	\$81.14	\$2.43	\$83.57		\$83.57		\$0.84	\$84.41	\$5.0649	\$89.48	\$23.00	\$66.48	\$6.65
MARLBORO 72s GOLD BOX	\$71.84	2.20	\$0.70	\$70.34	\$10.80	\$81.14	\$2.43	\$83.57		\$83.57		\$0.84	\$84.41	\$5.0649	\$89.48	\$23.00	\$66.48	\$6.65
MARLBORO 72s SILVER BOX	\$71.84	2.20	\$0.70	\$70.34	\$10.80	\$81.14	\$2.43	\$83.57		\$83.57		\$0.84	\$84.41	\$5.0649	\$89.48	\$23.00	\$66.48	\$6.65
MARLBORO 72s GREEN BOX	\$75.04	2.20	\$0.73	\$73.57	\$10.80	\$84.37	\$2.53	\$86.90		\$86.90		\$0.87	\$87.77	\$5.2663	\$93.04	\$23.00	\$70.04	\$7.00
MARLBORO 72s BLACK BOX	\$75.04	2.20	\$0.73	\$73.57	\$10.80	\$84.37	\$2.53	\$86.90		\$86.90		\$0.87	\$87.77	\$5.2663	\$93.04	\$23.00	\$70.04	\$7.00
MERIT																		
MERIT GOLD PACK FILTER KING BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37		\$110.37		\$1.11	\$111.48	\$6.6891	\$118.17	\$0.00	\$118.17	\$11.82
MERIT BLUE PACK FILTER KING BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37		\$110.37		\$1.11	\$111.48	\$6.6891	\$118.17	\$0.00	\$118.17	\$11.82
MERIT BLUE PACK 100s FILTER BOX	\$95.40		\$0.96	\$96.36	\$10.80	\$107.16	\$3.21	\$110.37		\$110.37		\$1.11	\$111.48	\$6.6891	\$118.17	\$0.00	\$118.17	\$11.82
PARLIAMENT																		
PARLIAMENT BLUE PACK FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT WHITE PACK FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT WHITE PACK 100s FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT WHITE PACK MENTHOL FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT WHITE PACK 100s MENTHOL FILTER BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT SILVER PACK FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT SILVER PACK MENTHOL FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
PARLIAMENT GREEN PACK MENTHOL FILTER LONG SIZE BOX	\$83.54		\$0.84	\$84.38	\$10.80	\$95.18	\$2.86	\$98.04		\$98.04		\$0.99	\$99.03	\$5.9415	\$104.97	\$20.00	\$84.97	\$8.50
VIRGINIA SLIMS																		
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



	0.01	10.8	0.03	0.01	0.06												
VALID FOR 11/01/2024 through 11/30/2024	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																	
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
R.J. REYNOLDS TOBACCO CO. (RJRT BRANDS)																	
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



			0.01	10.8	0.03				0.01	0.06							
VALID FOR 11/01/2024 through 11/30/2024	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 Mark up 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
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 11/01/2024 through 11/30/2024	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 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
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$83.35	\$8.33
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	\$32.01	\$61.44	\$6.14
NEWPORT MENTHOL KING 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	\$32.01	\$61.44	\$6.14



Louisiana Office of Alcohol and Tobacco Control

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0.01 10.8 0.03 0.01 0.06

VALID FOR 11/01/2024 through 11/30/2024	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 + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																		
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$83.35	\$8.33
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	\$19.01	\$81.45	\$8.14
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	\$19.01	\$81.45	\$8.14
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 \$100 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



	0.01	10.8	0.03	0.01	0.06														
VALID FOR 11/01/2024 through 11/30/2024	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup up 6%	WS + Markup	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack			
10 Packs per Carton																			
TAREYTON CLASSIC	\$108.00		\$1.08	\$109.08	\$12.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TAREYTON CLASSIC 100	\$108.00		\$1.08	\$109.08	\$12.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE BLUE 100	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE BLUE 100 BOX	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE BLUE BOX	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE BLUE KINGS	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE MENTHOL GREEN 100	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
TRUE MENTHOL GREEN KINGS	\$108.00		\$1.08	\$109.08	\$14.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
VANTAGE CLASSIC	\$108.00		\$1.08	\$109.08	\$10.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
VANTAGE CLASSIC 100	\$108.00		\$1.08	\$109.08	\$10.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
VANTAGE CLASSIC MENTHOL	\$108.00		\$1.08	\$109.08	\$10.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
VANTAGE CLASSIC MENTHOL 100S FSC	\$108.00		\$1.08	\$109.08	\$10.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
VANTAGE CLASSIC SILVER 100 BOX	\$108.00		\$1.08	\$109.08	\$10.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
VANTAGE CLASSIC SILVER BOX	\$108.00		\$1.08	\$109.08	\$10.80	\$119.88	\$3.60	\$123.48	\$123.48		\$1.24	\$124.72	\$7.4830	\$132.20	\$0.00	\$132.20	\$13.22		
**Optional Menthol																			
TRUE BLUE 100	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE BLUE 100 BOX	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE BLUE BOX	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE BLUE KINGS	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE MENTHOL GREEN 100	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
TRUE MENTHOL GREEN KINGS	\$105.50		\$1.06	\$106.56	\$14.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC 100	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC MENTHOL	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC MENTHOL 100S FSC	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC SILVER 100 BOX	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
VANTAGE CLASSIC SILVER BOX	\$105.50		\$1.06	\$106.56	\$10.80	\$117.36	\$3.52	\$120.88	\$120.88		\$1.21	\$122.09	\$7.3254	\$129.42	\$0.00	\$129.42	\$12.94		
**Optional Menthol																			
SANTA FE NATURAL TOBACCO CO. (SFNTC)																			
NATURAL AMERICAN SPIRIT FULL BODIED TAST HP BLUE 12M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$101.80	\$10.18		
NATURAL AMERICAN SPIRIT MELLOW TASTE HP YELLOW 12M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT PERIQUE RICH ROBUST HP BLACK 6M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT NON FILTER HP BROWN 6M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT PERIQUE RICH HP GRAY 6M	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT FULL BODIED TAST US GROWN HP DARK BLUE	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT MELLOW TASTE US GROWN HP TAN	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT HP CELADON	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT SMOOTH MELLO HP ORANGE	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT TASTE HUNTER	\$80.70		\$0.81	\$81.51	\$10.80	\$92.31	\$2.77	\$95.08	\$95.08		\$0.96	\$96.04	\$5.7624	\$101.80	\$1.51	\$100.29	\$10.03		
NATURAL AMERICAN SPIRIT ORGANIC SKY 6M	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07	\$100.07		\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT MELLOW TASTE MENTHOL HP GREEN	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07	\$100.07		\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE MENTHOL HP DARK GREEN	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07	\$100.07		\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE ORGANIC HP TURQUOISE	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07	\$100.07		\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT TASTE ORGANIC HP GOLD	\$85.50		\$0.86	\$86.36	\$10.80	\$97.16	\$2.91	\$100.07	\$100.07		\$1.01	\$101.08	\$6.0651	\$107.15	\$1.51	\$105.64	\$10.56		
NATURAL AMERICAN SPIRIT FULL BODIED TASTE RED	\$68.10		\$0.69	\$68.79	\$10.80	\$79.59	\$2.39	\$81.98	\$81.98		\$0.82	\$82.80	\$4.9679	\$87.77	\$6.01	\$81.76	\$8.18		
NATURAL AMERICAN SPIRIT SMOOTH GOLD	\$68.10		\$0.69	\$68.79	\$10.80	\$79.59	\$2.39	\$81.98	\$81.98		\$0.82	\$82.80	\$4.9679	\$87.77	\$6.01	\$81.76	\$8.18		
ITG BRANDS																			
WINSTON	\$73.44		\$0.74	\$74.18	\$10.80	\$84.98	\$2.55	\$87.53	\$87.53		\$0.88	\$88.41	\$5.3046	\$93.71	\$32.50	\$61.21	\$6.12		
WINSTON SELECT	\$73.44		\$0.74	\$74.18	\$10.80	\$84.98	\$2.55	\$87.53	\$87.53		\$0.88	\$88.41	\$5.3046	\$93.71	\$59.90	\$33.81	\$3.38		



Louisiana Office of Alcohol and Tobacco Control

Commissioner Ernest Legier



			0.01	10.8	0.03					0.01	0.06						
VALID FOR 11/01/2024 through 11/30/2024	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 + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																	
KOOL	\$74.14		\$0.75	\$74.89	\$10.80	\$85.69	\$2.57	\$88.26	\$88.26		\$0.89	\$89.15	\$5.3490	\$94.50	\$48.50	\$46.00	\$4.60
KOOL LUXE	\$74.14		\$0.75	\$74.89	\$10.80	\$85.69	\$2.57	\$88.26	\$88.26		\$0.89	\$89.15	\$5.3490	\$94.50	\$61.90	\$32.60	\$3.26
KOOL BLACK	\$74.14		\$0.75	\$74.89	\$10.80	\$85.69	\$2.57	\$88.26	\$88.26		\$0.89	\$89.15	\$5.3490	\$94.50	\$69.00	\$23.60	\$2.36
USA GOLD BRANDS	\$72.15		\$0.73	\$72.88	\$10.80	\$83.68	\$2.51	\$86.19	\$86.19		\$0.87	\$87.06	\$5.2236	\$92.28	\$0.00	\$92.28	\$9.23
MAVERICK	\$56.39		\$0.57	\$56.96	\$10.80	\$67.76	\$2.03	\$69.79	\$69.79		\$0.70	\$70.49	\$4.2296	\$74.72	\$11.10	\$63.62	\$6.36
FORTUNA BRANDS	\$65.84		\$0.66	\$66.50	\$10.80	\$77.30	\$2.32	\$79.62	\$79.62		\$0.80	\$80.42	\$4.8251	\$85.24	\$0.00	\$85.24	\$8.52
RAVE BRANDS	\$65.84		\$0.66	\$66.50	\$10.80	\$77.30	\$2.32	\$79.62	\$79.62		\$0.80	\$80.42	\$4.8251	\$85.24	\$0.00	\$85.24	\$8.52
SALEM	\$84.04		\$0.85	\$84.89	\$10.80	\$95.69	\$2.87	\$98.56	\$98.56		\$0.99	\$99.55	\$5.9730	\$105.52	\$0.00	\$105.52	\$10.55
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	\$3.00	\$38.53	\$3.85
MONTCLAIR BRANDS	\$37.65		\$0.38	\$38.03	\$10.80	\$48.83	\$1.46	\$50.29	\$50.29		\$0.51	\$50.80	\$3.0483	\$53.85	\$0.70	\$53.15	\$5.32
SONOMA BRANDS	\$43.80		\$0.44	\$44.24	\$10.80	\$55.04	\$1.65	\$56.69	\$56.69		\$0.57	\$57.26	\$3.4357	\$60.70	\$18.60	\$42.10	\$4.21
LIGGETT VECTOR BRANDS																	
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						
VALID FOR 11/01/2024 through 11/30/2024	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business	Retail Markup up 6%	WS + Markup Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																	
MONTEGO ORANGE 100S BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35
MONTEGO MENTHOL GOLD 100S BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35
MONTEGO MENTHOL SILVER 100S BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35
MONTEGO RED KINGS BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35
MONTEGO BLUE KINGS BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35
MONTEGO MENTHOL GOLD KINGS BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35
MONTEGO MENTHOL SILVER KINGS BOX	\$33.70		\$0.34	\$34.04	\$10.80	\$44.84	\$1.35	\$46.19	\$46.19		\$0.47	\$46.66	\$2.7993	\$49.45	\$6.00	\$43.45	\$4.35
PYRAMID NON FILTER KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID RED KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID RED 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID BLUE KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID BLUE 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID ORANGE KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID ORANGE 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID MENTHOL GOLD KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID MENTHOL GOLD 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID MENTHOL SILVER KINGS BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
PYRAMID MENTHOL SILVER 100S BOX	\$59.20		\$0.60	\$59.80	\$10.80	\$70.60	\$2.12	\$72.72	\$72.72		\$0.73	\$73.45	\$4.4069	\$77.85	\$0.00	\$77.85	\$7.79
USA																	
USA	\$55.04		\$0.56	\$55.60	\$10.80	\$66.40	\$1.99	\$68.39	\$68.39		\$0.69	\$69.08	\$4.1449	\$73.23	\$0.00	\$73.23	\$7.32
SELECT	\$55.04		\$0.56	\$55.60	\$10.80	\$66.40	\$1.99	\$68.39	\$68.39		\$0.69	\$69.08	\$4.1449	\$73.23	\$0.00	\$73.23	\$7.32
NEW YORK CUT	\$56.34		\$0.57	\$56.91	\$10.80	\$67.71	\$2.03	\$69.74	\$69.74		\$0.70	\$70.44	\$4.2265	\$74.67	\$0.00	\$74.67	\$7.47
BLACK & GOLD (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
CIGARETTellos (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
HAVANA OVALS (CUBE) 5PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
HINT MENTHOL (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
MCD (ALL STYLES) (CUBE) 5 PACKS	\$35.64		\$0.36	\$36.00	\$5.40	\$41.40	\$1.24	\$42.64	\$42.64		\$0.43	\$43.07	\$2.5843	\$45.66	\$0.00	\$45.66	\$9.13
ECHO BRANDS	\$31.50		\$0.32	\$31.82	\$10.80	\$42.62	\$1.28	\$43.90	\$43.90		\$0.44	\$44.34	\$2.6603	\$47.00	\$0.00	\$47.00	\$4.70
EDGEFIELD	\$22.05		\$0.23	\$22.28	\$10.80	\$33.08	\$0.99	\$34.07	\$34.07		\$0.35	\$34.42	\$2.0653	\$36.49	\$0.00	\$36.49	\$3.65
BERLEY	\$18.75		\$0.19	\$18.94	\$10.80	\$29.74	\$0.89	\$30.63	\$30.63		\$0.31	\$30.94	\$1.8565	\$32.80	\$0.00	\$32.80	\$3.28
24/7	\$19.75		\$0.20	\$19.95	\$10.80	\$30.75	\$0.92	\$31.67	\$31.67		\$0.32	\$31.99	\$1.9196	\$33.91	\$0.00	\$33.91	\$3.39
ACE-India (Discontinued)																	
ACE-India (Discontinued)	\$22.79		\$0.23	\$23.02	\$10.80	\$33.82	\$1.01	\$34.83	\$0.50	\$34.33	\$0.35	\$34.68	\$2.0811	\$36.77	\$0.00	\$36.77	\$3.68
GOLD CREST (Discontinued)																	
GOLD CREST (Discontinued)	\$22.29		\$0.23	\$22.52	\$10.80	\$33.32	\$1.00	\$34.32	\$0.50	\$33.82	\$0.34	\$34.16	\$2.0496	\$36.21	\$0.00	\$36.21	\$3.62
JTI BRANDS																	
WAVE	\$50.69		\$0.51	\$51.20	\$10.80	\$62.00	\$1.86	\$63.86	\$5.00	\$58.86	\$0.59	\$59.45	\$3.5670	\$63.02	\$17.15	\$45.87	\$4.59
WINGS	\$36.05		\$0.37	\$36.42	\$10.80	\$47.22	\$1.42	\$48.64		\$48.64	\$0.49	\$49.13	\$2.9476	\$52.07	\$0.00	\$52.07	\$5.21
EXPORT 'A'	\$66.40		\$0.67	\$67.07	\$10.80	\$77.87	\$2.34	\$80.21	\$0.00	\$80.21	\$0.81	\$81.02	\$4.8610	\$85.88	\$0.00	\$85.88	\$8.59
LD BY L. DUCAT	\$29.45		\$0.30	\$29.75	\$10.80	\$40.55	\$1.22	\$41.77	\$5.00	\$36.77	\$0.37	\$37.14	\$2.2282	\$39.36	\$16.10	\$23.26	\$2.33
CHEYENNE INTERNATIONAL																	
CHEYENNE	\$24.25		\$0.25	\$24.50	\$10.80	\$35.30	\$1.06	\$36.36		\$36.36	\$0.37	\$36.73	\$2.2037	\$38.93	\$0.00	\$38.93	\$3.89
DECADE	\$24.01		\$0.25	\$24.26	\$10.80	\$35.06	\$1.05	\$36.11		\$36.11	\$0.37	\$36.48	\$2.1889	\$38.67	\$0.00	\$38.67	\$3.87
AURA	\$41.59		\$0.42	\$42.01	\$10.80	\$52.81	\$1.58	\$54.39	\$10.00	\$44.39	\$0.45	\$44.84	\$2.6907	\$47.53	\$0.00	\$47.53	\$4.75
US LEAF/PREMIER BRANDS																	
1ST CLASS	\$44.50		\$0.45	\$44.95	\$10.80	\$55.75	\$1.67	\$57.42	\$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	\$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	\$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	\$1.00	\$56.11	\$0.57	\$56.68	\$3.4010	\$60.08	\$4.45	\$55.63	\$5.56
WILDHORSE	\$44.50		\$0.45	\$44.95	\$10.80	\$55.75	\$1.67	\$57.42		\$57.42	\$0.58	\$58.00	\$3.4802	\$61.48	\$10.00	\$51.48	\$5.15
MANITOU	\$45.75		\$0.46	\$46.21	\$10.80	\$57.01	\$1.71	\$58.72		\$58.72	\$0.59	\$59.31	\$3.5586	\$62.87	\$3.00	\$59.87	\$5.99



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



			0.01		10.8		0.03			0.01		0.06						
VALID FOR 11/01/2024 through 11/30/2024	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business		LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Markup 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
10 Packs per Carton																		
SMOKIN' JOES MARKET	\$22.00		\$0.22	\$22.22	\$10.80	\$33.02	\$0.99	\$34.01		\$34.01		\$0.35	\$34.36	\$2.0616	\$36.42	\$0.00	\$36.42	\$3.64
CARNIVAL	\$23.60		\$0.24	\$23.84	\$10.80	\$34.64	\$1.04	\$35.68		\$35.68		\$0.36	\$36.04	\$2.1624	\$38.20	\$0.00	\$38.20	\$3.82
TIMELESS TIME	\$22.20		\$0.23	\$22.43	\$10.80	\$33.23	\$1.00	\$34.23		\$34.23		\$0.35	\$34.58	\$2.0746	\$36.65	\$0.00	\$36.65	\$3.67
THIS	\$17.20		\$0.18	\$17.38	\$10.80	\$28.18	\$0.85	\$29.03		\$29.03		\$0.30	\$29.33	\$1.7595	\$31.08	\$0.00	\$31.08	\$3.11
SMK FRIENDLY BRANDS	\$23.71		\$0.24	\$23.95	\$10.80	\$34.75	\$1.04	\$35.79		\$35.79		\$0.36	\$36.15	\$2.1692	\$38.32	\$0.00	\$38.32	\$3.83
COUTURE	\$24.40		\$0.25	\$24.65	\$10.80	\$35.45	\$1.06	\$36.51		\$36.51		\$0.37	\$36.88	\$2.2130	\$39.10	\$0.00	\$39.10	\$3.91

DOSAL BRANDS																		
Brand 305	\$27.30		\$0.28	\$27.58	\$10.80	\$38.38	\$1.15	\$39.53		\$39.53		\$0.40	\$39.93	\$2.3959	\$42.33	\$0.00	\$42.33	\$4.23
Brand DTC	\$27.15		\$0.28	\$27.43	\$10.80	\$38.23	\$1.15	\$39.38		\$39.38		\$0.40	\$39.78	\$2.3866	\$42.16	\$0.00	\$42.16	\$4.22

SENECA BRANDS																		
SENECA	\$26.99	0.41	\$0.27	\$26.85	\$10.80	\$37.65	\$1.13	\$38.78	\$4.15	\$34.63		\$0.35	\$34.98	\$2.0988	\$37.08	\$0.00	\$37.08	\$3.71
SENECA 120'S	\$29.99	0.25	\$0.30	\$30.04	\$10.80	\$40.84	\$1.23	\$42.07	\$4.15	\$37.92		\$0.38	\$38.30	\$2.2977	\$40.59	\$0.00	\$40.59	\$4.06

NASCO PRODUCTS - VLN, PINNACLE, AND SF BRANDS																		
	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business		LA SET Rate \$10.80/Cart	Wholesale before Markup	Wholesale Markup 3%	Plus MU	Rebate Required to be passed on	Wholesale Min to Retailer	Less Trade Discount	RETAIL Cost of doing business		Retail Markup 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack
VLN King Box	\$58.54		0.59	\$59.13	\$10.80	\$69.93	\$2.10	\$72.03		\$72.03		\$0.73	\$72.76	\$4.37	\$77.12	\$0.00	\$77.12	\$7.71
VLN Menthol King Box	\$58.54		0.59	\$59.13	\$10.80	\$69.93	\$2.10	\$72.03		\$72.03		\$0.73	\$72.76	\$4.37	\$77.12	\$0.00	\$77.12	\$7.71
Pinnacle Full Flavor 100s	\$26.00		0.26	\$26.26	\$10.80	\$37.06	\$1.11	\$38.17		\$38.17		\$0.39	\$38.56	\$2.31	\$40.88	\$0.00	\$40.88	\$4.09
Pinnacle Full Flavor King	\$26.00		0.26	\$26.26	\$10.80	\$37.06	\$1.11	\$38.17		\$38.17		\$0.39	\$38.56	\$2.31	\$40.88	\$0.00	\$40.88	\$4.09
Pinnacle Gold 100s	\$26.00		0.26	\$26.26	\$10.80	\$37.06	\$1.11	\$38.17		\$38.17		\$0.39	\$38.56	FALSE	\$38.56	\$0.00	\$38.56	\$3.86
Pinnacle Menthol 100s	\$26.00		0.26	\$26.26	\$10.80	\$37.06	\$1.11	\$38.17		\$38.17		\$0.39	\$38.56	\$2.31	\$40.88	\$0.00	\$40.88	\$4.09
SF Red King Size Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Blue King Size Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Gray King Size Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Menthol Dark Green King Size Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Menthol Pale Green King Size Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Non-Filter King Size Box Pack	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Red 100's Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Blue 100's Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Gray 100's Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Menthol Dark Green 100's Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62
SF Menthol Pale Green 100's Box	\$30.79		0.31	\$31.10	\$10.80	\$41.90	\$1.26	\$43.16		\$43.16		\$0.44	\$43.60	\$2.62	\$46.21	\$0.00	\$46.21	\$4.62