



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Juana Marine-Lombard



			0.01	10.8	0.03					0.01	0.06						
Tuesday, August 01, 2017	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																	
BASIC	\$44.04		\$0.45	\$44.49	\$10.80	\$55.29	\$1.66	\$56.95	\$56.95		\$0.57	\$57.52	\$3.4511	\$60.97	\$60.97	\$6.10	
BENSON & HEDGES	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56	\$68.56		\$0.69	\$69.25	\$4.1548	\$73.40	\$73.40	\$7.34	
BENSON & HEDGES KING SIZE	\$61.55		\$0.62	\$62.17	\$10.80	\$72.97	\$2.19	\$75.16	\$75.16		\$0.76	\$75.92	\$4.5551	\$80.47	\$80.47	\$8.05	
CAMBRIDGE	\$50.63		\$0.51	\$51.14	\$10.80	\$61.94	\$1.86	\$63.80	\$63.80		\$0.64	\$64.44	\$3.8663	\$68.30	\$68.30	\$6.83	
CHESTERFIELD	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56	\$68.56		\$0.69	\$69.25	\$4.1548	\$73.40	\$73.40	\$7.34	
COMMANDER	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56	\$68.56		\$0.69	\$69.25	\$4.1548	\$73.40	\$73.40	\$7.34	
DAVE'S	\$50.63		\$0.51	\$51.14	\$10.80	\$61.94	\$1.86	\$63.80	\$63.80		\$0.64	\$64.44	\$3.8663	\$68.30	\$68.30	\$6.83	
ENGLISH OVALS	\$61.55		\$0.62	\$62.17	\$10.80	\$72.97	\$2.19	\$75.16	\$75.16		\$0.76	\$75.92	\$4.5551	\$80.47	\$80.47	\$8.05	
LARK	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56	\$68.56		\$0.69	\$69.25	\$4.1548	\$73.40	\$73.40	\$7.34	
L&M	\$40.64		\$0.41	\$41.05	\$10.80	\$51.85	\$1.56	\$53.41	\$53.41		\$0.54	\$53.95	\$3.2367	\$57.18	\$9.50	\$47.68	\$4.77
<b>MARLBORO MENTHOL MAINLINE</b>																	
MENTHOL	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$7.50	\$50.07	\$0.51	\$50.58	\$3.0346	\$53.61	\$6.00	\$47.61	\$4.76
BLEND NO.54	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$6.00	\$55.64	\$5.56
SKYLINE	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$6.00	\$55.64	\$5.56
SMOOTH	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$7.50	\$50.07	\$0.51	\$50.58	\$3.0346	\$53.61	\$7.00	\$46.61	\$4.66
GOLD	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$7.50	\$50.07	\$0.51	\$50.58	\$3.0346	\$53.61	\$6.00	\$47.61	\$4.76
SILVER	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$6.00	\$55.64	\$5.56
RICH BLUE	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$7.50	\$50.07	\$0.51	\$50.58	\$3.0346	\$53.61	\$4.00	\$49.61	\$4.96
BLUE	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$7.50	\$50.07	\$0.51	\$50.58	\$3.0346	\$53.61	\$4.00	\$49.61	\$4.96
<b>MARLBORO NON-MENTHOL MAINLINE</b>																	
RED	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$4.00	\$57.64	\$5.76
SILVER	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$4.00	\$57.64	\$5.76
GOLD	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$4.00	\$57.64	\$5.76
BLEND NO.27	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$7.50	\$50.07	\$0.51	\$50.58	\$3.0346	\$53.61	\$7.00	\$46.61	\$4.66
SKLINE	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$4.00	\$57.64	\$5.76
RED LABEL	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$7.50	\$50.07	\$0.51	\$50.58	\$3.0346	\$53.61	\$7.00	\$46.61	\$4.66
SOUTHERN CUT	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$7.50	\$50.07	\$0.51	\$50.58	\$3.0346	\$53.61	\$4.00	\$49.61	\$4.96
VIRGINIA BLEND	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$4.00	\$57.64	\$5.76
<b>MARLBORO SPECIAL PRICE PROMOTED</b>																	
SPECIAL BLEND RED	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$5.00	\$52.57	\$0.53	\$53.10	\$3.1858	\$56.28	\$11.00	\$45.28	\$4.53
SPECIAL BLEND GOLD	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$11.00	\$50.64	\$5.06
BLACK	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$5.00	\$52.57	\$0.53	\$53.10	\$3.1858	\$56.28	\$10.50	\$45.78	\$4.58
NXT	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$5.00	\$52.57	\$0.53	\$53.10	\$3.1858	\$56.28	\$10.50	\$45.78	\$4.58
EDGE	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$5.00	\$52.57	\$0.53	\$53.10	\$3.1858	\$56.28	\$10.50	\$45.78	\$4.58
MIDNIGHT	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$5.00	\$52.57	\$0.53	\$53.10	\$3.1858	\$56.28	\$10.50	\$45.78	\$4.58
72'S	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57		\$57.57	\$0.58	\$58.15	\$3.4888	\$61.64	\$12.00	\$49.64	\$4.96
SLATE	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$5.00	\$52.57	\$0.53	\$53.10	\$3.1858	\$56.28	\$10.50	\$45.78	\$4.58
MERIT	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56		\$68.56	\$0.69	\$69.25	\$4.1548	\$73.40	\$73.40	\$7.34	
PARLIAMENT	\$48.34		\$0.49	\$48.83	\$10.80	\$59.63	\$1.79	\$61.42		\$61.42	\$0.62	\$62.04	\$3.7223	\$65.76	\$65.76	\$6.58	
PLAYER'S	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56		\$68.56	\$0.69	\$69.25	\$4.1548	\$73.40	\$73.40	\$7.34	
SARATOGA	\$55.20		\$0.56	\$55.76	\$10.80	\$66.56	\$2.00	\$68.56		\$68.56	\$0.69	\$69.25	\$4.1548	\$73.40	\$73.40	\$7.34	
VIRGINIA SLIMS	\$48.34		\$0.49	\$48.83	\$10.80	\$59.63	\$1.79	\$61.42		\$61.42	\$0.62	\$62.04	\$3.7223	\$65.76	\$65.76	\$6.58	



# Louisiana Office of Alcohol and Tobacco Control

## Commissioner Juana Marine-Lombard



			0.01	10.8	0.03														
Tuesday, August 01, 2017	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 REGULAR NF	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
CAMEL MENTHOL	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$5.40	\$56.24	\$5.62		
CAMEL MENTHOL SILVER	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$5.40	\$56.24	\$5.62		
CAMEL CRUSH	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$5.40	\$56.24	\$5.62		
CAMEL BALANCE	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$2.50	\$59.14	\$5.91		
CAMEL GOLD KING/GOLD 100	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$11.00	\$50.64	\$5.06		
CAMEL JADE KING	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$11.00	\$50.64	\$5.06		
CAMEL JADE SILVER KING/JSK 100	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$11.00	\$50.64	\$5.06		
CAMEL BLUE KING BOX	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$5.40	\$56.24	\$5.62		
CAMEL BLUE KING SOFT PACK	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$2.50	\$59.14	\$5.91		
CAMEL BLUE 99s	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$5.40	\$56.24	\$5.62		
CAMEL ROYAL KING	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$11.00	\$50.64	\$5.06		
CAMEL SILVER KING	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$11.00	\$50.64	\$5.06		
CAMEL FILTER KING BOX	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$5.40	\$56.24	\$5.62		
CAMEL FILTER KING SOFT PACK	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$2.50	\$59.14	\$5.91		
CAMEL FILTER 99s	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$5.40	\$56.24	\$5.62		
CAPRI	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
CARLTON	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
DORAL	\$40.64		\$0.41	\$41.05	\$10.80	\$51.85	\$1.56	\$53.41	\$53.41		\$0.54	\$53.95	\$3.2367	\$57.18		\$57.18	\$5.72		
DUNHILL	\$55.38		\$0.56	\$55.94	\$10.80	\$66.74	\$2.00	\$68.74	\$68.74		\$0.69	\$69.43	\$4.1659	\$73.60		\$73.60	\$7.36		
ECLIPSE	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
GPC	\$44.22		\$0.45	\$44.67	\$10.80	\$55.47	\$1.66	\$57.13	\$57.13		\$0.58	\$57.71	\$3.4628	\$61.18		\$61.18	\$6.12		
KAMEL RED	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64		\$61.64	\$6.16		
KOOL	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$9.00	\$52.64	\$5.26		
LUCKY STRIKE	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
MISTY	\$38.32		\$0.39	\$38.71	\$10.80	\$49.51	\$1.49	\$51.00	\$51.00		\$0.51	\$51.51	\$3.0903	\$54.60		\$54.60	\$5.46		
MONARCH	\$38.32		\$0.39	\$38.71	\$10.80	\$49.51	\$1.49	\$51.00	\$51.00		\$0.51	\$51.51	\$3.0903	\$54.60		\$54.60	\$5.46		
MORE	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
NOW	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
PALL MALL NON FILTER	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
PALL MALL	\$40.64		\$0.41	\$41.05	\$10.80	\$51.85	\$1.56	\$53.41	\$53.41		\$0.54	\$53.95	\$3.2367	\$57.18	\$10.00	\$47.18	\$4.72		
SALEM	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64		\$61.64	\$6.16		
STATE EXPRESS 555	\$55.38		\$0.56	\$55.94	\$10.80	\$66.74	\$2.00	\$68.74	\$68.74		\$0.69	\$69.43	\$4.1659	\$73.60		\$73.60	\$7.36		
TAREYTON	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
VANTAGE	\$57.88		\$0.58	\$58.46	\$10.80	\$69.26	\$2.08	\$71.34	\$71.34		\$0.72	\$72.06	\$4.3235	\$76.38		\$76.38	\$7.64		
WINSTON	\$44.64		\$0.45	\$45.09	\$10.80	\$55.89	\$1.68	\$57.57	\$57.57		\$0.58	\$58.15	\$3.4888	\$61.64	\$11.50	\$50.14	\$5.01		
NATURAL AMERICAN SPIRIT	\$48.44		\$0.49	\$48.93	\$10.80	\$59.73	\$1.79	\$61.52	\$61.52		\$0.62	\$62.14	\$3.7285	\$65.87		\$65.87	\$6.59		
NEWPORT MENTHOL	\$48.94		\$0.49	\$49.43	\$10.80	\$60.23	\$1.81	\$62.04	\$62.04		\$0.63	\$62.67	\$3.7600	\$66.43	\$8.80	\$57.63	\$5.76		
NEWPORT MENTHOL GOLD	\$48.94		\$0.49	\$49.43	\$10.80	\$60.23	\$1.81	\$62.04	\$62.04		\$0.63	\$62.67	\$3.7600	\$66.43	\$8.80	\$57.63	\$5.76		
NEWPORT MENTHOL BLUE	\$48.94		\$0.49	\$49.43	\$10.80	\$60.23	\$1.81	\$62.04	\$62.04		\$0.63	\$62.67	\$3.7600	\$66.43	\$8.80	\$57.63	\$5.76		
NEWPORT MENTHOL SMOOTH SELECT	\$48.94		\$0.49	\$49.43	\$10.80	\$60.23	\$1.81	\$62.04	\$62.04		\$0.63	\$62.67	\$3.7600	\$66.43	\$16.80	\$49.63	\$4.96		
NEWPORT NON-MENTHOL	\$48.94		\$0.49	\$49.43	\$10.80	\$60.23	\$1.81	\$62.04	\$47.64	\$14.40	\$0.48	\$48.12	\$2.8870	\$51.00	\$2.50	\$48.50	\$4.85		
KENT & KENT Golden & III	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54		\$68.54	\$6.85		
MAVERICK	\$32.29		\$0.33	\$32.62	\$10.80	\$43.42	\$1.30	\$44.72	\$44.72		\$0.45	\$45.17	\$2.7104	\$47.88	\$1.00	\$46.88	\$4.69		
OLD GOLD	\$35.44		\$0.36	\$35.80	\$10.80	\$46.60	\$1.40	\$48.00	\$48.00		\$0.48	\$48.48	\$2.9087	\$51.39		\$51.39	\$5.14		
TRUE	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54		\$68.54	\$6.85		



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## Commissioner Juana Marine-Lombard



		0.01	10.8	0.03						0.01	0.06						
Tuesday, August 01, 2017	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																	
EVE	\$38.59		\$0.39	\$38.98	\$10.80	\$49.78	\$1.49	\$51.27	\$51.27		\$0.52	\$51.79	\$3.1076	\$54.90	\$2.00	\$52.90	\$5.29
GRAND PRIX	\$33.19		\$0.34	\$33.53	\$10.80	\$44.33	\$1.33	\$45.66	\$45.66		\$0.46	\$46.12	\$2.7672	\$48.89	\$2.00	\$46.89	\$4.69
LIGGETT SELECT	\$36.14		\$0.37	\$36.51	\$10.80	\$47.31	\$1.42	\$48.73	\$48.73		\$0.49	\$49.22	\$2.9532	\$52.17	\$4.00	\$48.17	\$4.82
EAGLE 20'S	\$23.75		\$0.24	\$23.99	\$10.80	\$34.79	\$1.04	\$35.83	\$35.83		\$0.36	\$36.19	\$2.1716	\$38.37	\$4.75	\$33.62	\$3.36
PYRAMID	\$29.65		\$0.30	\$29.95	\$10.80	\$40.75	\$1.22	\$41.97	\$41.97		\$0.42	\$42.39	\$2.5436	\$44.94	\$1.00	\$43.94	\$4.39
USA	\$27.20		\$0.28	\$27.48	\$10.80	\$38.28	\$1.15	\$39.43	\$39.43		\$0.40	\$39.83	\$2.3897	\$42.22		\$42.22	\$4.22
Cube pricing is for 5 packs per Cube												\$0.00					
SELECT	\$45.00		\$0.45	\$45.45	\$10.80	\$56.25	\$1.69	\$57.94	\$57.94		\$0.58	\$58.52	\$3.5111	\$62.03	\$10.00	\$52.03	\$5.20
NEW YORK CUT	\$45.00		\$0.45	\$45.45	\$10.80	\$56.25	\$1.69	\$57.94	\$57.94		\$0.58	\$58.52	\$3.5111	\$62.03		\$62.03	\$6.20
BLACK & GOLD (CUBE) 5 PACKS	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
FANTASIA (CUBE) 5 PACKS	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
CIGARETTELOS (CUBE) 5 PACKS	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
HAVANA OVALS (CUBE) 5PACKS	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
HINT MENTHOL (CUBE) 5 PACKS	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
MCD (ALL STYLES) (CUBE) 5 PACKS	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
ORIGINALS (ALL STYLES)(CUBE)	\$30.00		\$0.30	\$30.30	\$5.40	\$35.70	\$1.07	\$36.77	\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$7.87
USA GOLD BRANDS	\$35.15		\$0.36	\$35.51	\$10.80	\$46.31	\$1.39	\$47.70	\$47.70		\$0.48	\$48.18	\$2.8908	\$51.07		\$51.07	\$5.11
SONOMA BRANDS	\$33.00		\$0.33	\$33.33	\$10.80	\$44.13	\$1.32	\$45.45	\$45.45		\$0.46	\$45.91	\$2.7548	\$48.67		\$48.67	\$4.87
RAVE BRANDS	\$29.14		\$0.30	\$29.44	\$10.80	\$40.24	\$1.21	\$41.45	\$41.45		\$0.42	\$41.87	\$2.5120	\$44.38		\$44.38	\$4.44
MONTCLAIR BRANDS	\$26.15		\$0.27	\$26.42	\$10.80	\$37.22	\$1.12	\$38.34	\$38.34		\$0.39	\$38.73	\$2.3236	\$41.05	\$5.50	\$35.55	\$3.56
MALIBU BRANDS	\$29.90		\$0.30	\$30.20	\$10.80	\$41.00	\$1.23	\$42.23	\$42.23		\$0.43	\$42.66	\$2.5596	\$45.22		\$45.22	\$4.52
FORTUNA BRANDS	\$29.14		\$0.30	\$29.44	\$10.80	\$40.24	\$1.21	\$41.45	\$41.45		\$0.42	\$41.87	\$2.5120	\$44.38		\$44.38	\$4.44
CROWNS BRANDS	\$27.05		\$0.28	\$27.33	\$10.80	\$38.13	\$1.14	\$39.27	\$39.27		\$0.40	\$39.67	\$2.3804	\$42.05	\$2.80	\$39.25	\$3.93
ECHO BRANDS	\$26.50		\$0.27	\$26.77	\$10.80	\$37.57	\$1.13	\$38.70	\$38.70		\$0.39	\$39.09	\$2.3452	\$41.43		\$41.43	\$4.14
EDGEFIELD	\$18.95		\$0.19	\$19.14	\$10.80	\$29.94	\$0.90	\$30.84	\$30.84		\$0.31	\$31.15	\$1.8689	\$33.02		\$33.02	\$3.30
ACE	\$20.59		\$0.21	\$20.80	\$10.80	\$31.60	\$0.95	\$32.55	\$32.55		\$0.33	\$32.88	\$1.9727	\$34.85		\$34.85	\$3.49
CHECKERS	\$20.59		\$0.21	\$20.80	\$10.80	\$31.60	\$0.95	\$32.55	\$32.55		\$0.33	\$32.88	\$1.9727	\$34.85		\$34.85	\$3.49
HI-VAL	\$20.09		\$0.21	\$20.30	\$10.80	\$31.10	\$0.93	\$32.03	\$32.03		\$0.33	\$32.36	\$1.9418	\$34.30		\$34.30	\$3.43
GOLD CREST	\$20.09		\$0.21	\$20.30	\$10.80	\$31.10	\$0.93	\$32.03	\$32.03		\$0.33	\$32.36	\$1.9418	\$34.30		\$34.30	\$3.43
WAVE	\$34.79		\$0.35	\$35.14	\$10.80	\$45.94	\$1.38	\$47.32	\$47.32	\$7.50	\$0.40	\$40.22	\$2.4131	\$42.63	\$24.80	\$17.83	\$1.78
WINGS	\$22.75		\$0.23	\$22.98	\$10.80	\$33.78	\$1.01	\$34.79	\$34.79		\$0.35	\$35.14	\$2.1086	\$37.25	\$9.00	\$28.25	\$2.83
EXPORT 'A'	\$47.50		\$0.48	\$47.98	\$10.80	\$58.78	\$1.76	\$60.54	\$60.54		\$0.61	\$61.15	\$3.6692	\$64.82	\$1.00	\$63.82	\$6.38
LD	\$22.75		\$0.23	\$22.98	\$10.80	\$33.78	\$1.01	\$34.79	\$34.79		\$0.35	\$35.14	\$2.1086	\$37.25	\$35.00	\$2.25	\$0.23
CHEYENNE	\$21.37		\$0.22	\$21.59	\$10.80	\$32.39	\$0.97	\$33.36	\$33.36		\$0.34	\$33.70	\$2.0221	\$35.72		\$35.72	\$3.57
DECADE	\$20.81		\$0.21	\$21.02	\$10.80	\$31.82	\$0.95	\$32.77	\$32.77		\$0.33	\$33.10	\$1.9863	\$35.09		\$35.09	\$3.51
AURA	\$29.99		\$0.30	\$30.29	\$10.80	\$41.09	\$1.23	\$42.32	\$42.32	\$5.00	\$0.38	\$37.70	\$2.2622	\$39.96		\$39.96	\$4.00
SENECA 120'S	\$22.99		\$0.23	\$23.22	\$10.80	\$34.02	\$1.02	\$35.04	\$35.04	\$3.21	\$0.32	\$32.15	\$1.9290	\$34.08		\$34.08	\$3.41
SENECA	\$21.99		\$0.22	\$22.21	\$10.80	\$33.01	\$0.99	\$34.00	\$34.00	\$3.21	\$0.31	\$31.10	\$1.8660	\$32.97		\$32.97	\$3.30
COUTURE	\$23.70		\$0.24	\$23.94	\$10.80	\$34.74	\$1.04	\$35.78	\$35.78	\$3.21	\$0.33	\$32.90	\$1.9741	\$34.88		\$34.88	\$3.49



## Louisiana Office of Alcohol and Tobacco Control

### Commissioner Juana Marine-Lombard



			0.01		10.8		0.03					0.01		0.06				
Tuesday, August 01, 2017	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																		
1ST CLASS	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$3.00	\$34.08		\$0.35	\$34.43	\$2.0658	\$36.50		\$36.50	\$3.65
1839	\$24.65		\$0.25	\$24.90	\$10.80	\$35.70	\$1.07	\$36.77		\$36.77		\$0.37	\$37.14	\$2.2285	\$39.37		\$39.37	\$3.94
SHIELD	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$1.00	\$36.08		\$0.37	\$36.45	\$2.1870	\$38.64		\$38.64	\$3.86
TRAFFIC	\$24.25		\$0.25	\$24.50	\$10.80	\$35.30	\$1.06	\$36.36	\$3.95	\$32.41		\$0.33	\$32.74	\$1.9643	\$34.70		\$34.70	\$3.47
ULTRA BUY	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$1.00	\$36.08		\$0.37	\$36.45	\$2.1870	\$38.64		\$38.64	\$3.86
WILDHORSE	\$24.95		\$0.25	\$25.20	\$10.80	\$36.00	\$1.08	\$37.08	\$1.00	\$36.08		\$0.37	\$36.45	\$2.1870	\$38.64	\$2.00	\$36.64	\$3.66
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		\$36.42	\$3.64
CARNIVAL	\$21.60	\$0.10	\$0.22	\$21.72	\$10.80	\$32.52	\$0.98	\$33.50		\$33.50		\$0.34	\$33.84	\$2.0301	\$35.87		\$35.87	\$3.59
TIMELESS TIME	\$20.40	\$0.10	\$0.21	\$20.51	\$10.80	\$31.31	\$0.94	\$32.25		\$32.25		\$0.33	\$32.58	\$1.9548	\$34.53		\$34.53	\$3.45
SMK FRIENDLY BRANDS	\$25.17		\$0.26	\$25.43	\$10.80	\$36.23	\$1.09	\$37.32		\$37.32		\$0.38	\$37.70	\$2.2618	\$39.96		\$39.96	\$4.00
RED SUN	\$46.15		\$0.47	\$46.62	\$10.80	\$57.42	\$1.72	\$59.14		\$59.14		\$0.60	\$59.74	\$3.5846	\$63.33		\$63.33	\$6.33
DOSAL 305	\$22.45		\$0.23	\$22.68	\$10.80	\$33.48	\$1.00	\$34.48		\$34.48		\$0.35	\$34.83	\$2.0901	\$36.92		\$36.92	\$3.69