



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



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10.8

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	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	
Wednesday, April 04, 2018																	
10 Packs per Carton																	
MARLBORO MAINLINE GREEN PACKINGS																	
MARLBORO BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
MENTHOL SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
GOLD BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
GOLD SOFT PACK & 100'S MENTHOL SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
SILVER BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
MENTHOL RICH BLUE BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
BLUE BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
SKYLINE & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
SMOOTH BOX & 100'S MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$6.00	\$57.75	\$5.78
MENTHOL ICE BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$16.00	\$47.75	\$4.78
MARLBORO MAINLINE RED PACKINGS																	
MARLBORO BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88
MARLBORO SOFT PACK & 100'S SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88
MARLBORO BOX 5PK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88
MARLBORO BOX 25'S	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88
MARLBORO 83'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88
RED LABEL BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88
RED LABEL SOFT PACK & 100'S SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.00	\$58.75	\$5.88
MARLBORO MAINLINE GOLD PACKINGS																	
GOLD BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98
GOLD 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98
GOLD SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98
GOLD 100'S SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98
GOLD BOX 5PK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98
GOLD BOX 25'S	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$4.00	\$59.75	\$5.98
MARLBORO SPECIAL PRICE PROMOTED PACKINGS																	
SPECIAL BLEND BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38
MENTHOL BLACK SPECIAL BLEND BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38
MARLBORO NXT BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38
EDGE BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38
MIDNIGHT MENTHOL BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38
MENTHOL SLATE BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.00	\$53.75	\$5.38
MARLBORO SPECIAL BLEND PACKINGS																	
SPECIAL BLEND (RED PACK) BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	\$5.30
SPECIAL BLEND (GOLD PACK) BOX & 100'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	\$5.30
MENTHOL SPECIAL BLEND (GREEN PACK) BOX & 100'S	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	\$5.30
MARLBORO 72'S																	
72'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23
72'S GOLD PACK BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23
72'S SILVER PACK BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23
72'S GREEN PACK BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23
72'S BLUE PACK BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23
BLACK MENTHOL 72'S BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23
BLEND NO. 54	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38
BLEND NO. 27	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38
SOUTHERN CUT	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38
VIRGINIA BLEND	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54	\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38
MERIT	\$57.10		\$0.58	\$57.68	\$10.80	\$68.48	\$2.05	\$70.53	\$70.53		\$0.71	\$71.24	\$4.2747	\$75.52		\$75.52	\$7.55
PARLIAMENT	\$50.24		\$0.51	\$50.75	\$10.80	\$61.55	\$1.85	\$63.40	\$63.40		\$0.64	\$64.04	\$3.8422	\$67.88		\$67.88	\$6.79
PLAYER'S	\$57.10		\$0.58	\$57.68	\$10.80	\$68.48	\$2.05	\$70.53	\$70.53		\$0.71	\$71.24	\$4.2747	\$75.52		\$75.52	\$7.55
SARATOGA	\$57.10		\$0.58	\$57.68	\$10.80	\$68.48	\$2.05	\$70.53	\$70.53		\$0.71	\$71.24	\$4.2747	\$75.52		\$75.52	\$7.55
VIRGINIA SLIMS	\$50.24		\$0.51	\$50.75	\$10.80	\$61.55	\$1.85	\$63.40	\$63.40		\$0.64	\$64.04	\$3.8422	\$67.88		\$67.88	\$6.79



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



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	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	
Wednesday, April 04, 2018																			
10 Packs per Carton																			
BASIC	\$45.94		\$0.46	\$46.40	\$10.80	\$57.20	\$1.72	\$58.92		\$58.92		\$0.59	\$59.51	\$3.5704	\$63.08		\$63.08	\$6.31	
BENSON & HEDGES	\$57.10		\$0.58	\$57.68	\$10.80	\$68.48	\$2.05	\$70.53		\$70.53		\$0.71	\$71.24	\$4.2747	\$75.52		\$75.52	\$7.55	
BENSON & HEDGES KING SIZE	\$63.45		\$0.64	\$64.09	\$10.80	\$74.89	\$2.25	\$77.14		\$77.14		\$0.78	\$77.92	\$4.6750	\$82.59		\$82.59	\$8.26	
CAMBRIDGE	\$52.53		\$0.53	\$53.06	\$10.80	\$63.86	\$1.92	\$65.78		\$65.78		\$0.66	\$66.44	\$3.9861	\$70.42		\$70.42	\$7.04	
CHESTERFIELD	\$56.20		\$0.57	\$56.77	\$10.80	\$67.57	\$2.03	\$69.60		\$69.60		\$0.70	\$70.30	\$4.2178	\$74.51		\$74.51	\$7.45	
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	\$52.53		\$0.53	\$53.06	\$10.80	\$63.86	\$1.92	\$65.78		\$65.78		\$0.66	\$66.44	\$3.9861	\$70.42		\$70.42	\$7.04	
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	\$57.10		\$0.58	\$57.68	\$10.80	\$68.48	\$2.05	\$70.53		\$70.53		\$0.71	\$71.24	\$4.2747	\$75.52		\$75.52	\$7.55	
L&M	\$42.54		\$0.43	\$42.97	\$10.80	\$53.77	\$1.61	\$55.38		\$55.38		\$0.56	\$55.94	\$3.3566	\$59.30	\$9.00	\$50.30	\$5.03	
CAMEL REGULAR NF	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
CAMEL MENTHOL	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	\$5.84	
CAMEL MENTHOL SILVER	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	\$5.84	
CAMEL CRUSH	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	\$5.84	
CAMEL BALANCE	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$2.50	\$61.25	\$6.13	
CAMEL GOLD KING/GOLD 100	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	\$5.30	
CAMEL JADE KING	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	\$5.30	
CAMEL JADE SILVER KING/JSK 100	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	\$5.30	
CAMEL BLUE KING BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	\$5.84	
CAMEL BLUE KING SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$2.50	\$61.25	\$6.13	
CAMEL BLUE 99s	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	\$5.84	
CAMEL ROYAL KING	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	\$5.30	
CAMEL SILVER KING	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$10.80	\$52.95	\$5.30	
CAMEL FILTER KING BOX	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	\$5.84	
CAMEL FILTER KING SOFT PACK	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$2.50	\$61.25	\$6.13	
CAMEL FILTER 99s	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$5.40	\$58.35	\$5.84	
CAPRI	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
CARLTON	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
DORAL	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38	
DUNHILL	\$57.28		\$0.58	\$57.86	\$10.80	\$68.66	\$2.06	\$70.72		\$70.72		\$0.71	\$71.43	\$4.2858	\$75.72		\$75.72	\$7.57	
ECLIPSE	\$59.78		\$0.60	\$60.38	\$10.80	\$71.18	\$2.14	\$73.32		\$73.32		\$0.74	\$74.06	\$4.4433	\$78.50		\$78.50	\$7.85	
GPC	\$50.12		\$0.51	\$50.63	\$10.80	\$61.43	\$1.84	\$63.27		\$63.27		\$0.64	\$63.91	\$3.8348	\$67.75		\$67.75	\$6.77	
KAMEL RED	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38	
KOOL	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$9.00	\$54.75	\$5.48	
LUCKY STRIKE	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
MISTY	\$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	
MONARCH	\$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	
MORE	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
NOW	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
PALL MALL NON FILTER	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
PALL MALL	\$42.54		\$0.43	\$42.97	\$10.80	\$53.77	\$1.61	\$55.38		\$55.38		\$0.56	\$55.94	\$3.3566	\$59.30	\$10.00	\$49.30	\$4.93	
SALEM	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75		\$63.75	\$6.38	
STATE EXPRESS 555	\$57.28		\$0.58	\$57.86	\$10.80	\$68.66	\$2.06	\$70.72		\$70.72		\$0.71	\$71.43	\$4.2858	\$75.72		\$75.72	\$7.57	
TAREYTON	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
VANTAGE	\$63.78		\$0.64	\$64.42	\$10.80	\$75.22	\$2.26	\$77.48		\$77.48		\$0.78	\$78.26	\$4.6954	\$82.95		\$82.95	\$8.30	
WINSTON	\$46.54		\$0.47	\$47.01	\$10.80	\$57.81	\$1.73	\$59.54		\$59.54		\$0.60	\$60.14	\$3.6087	\$63.75	\$11.50	\$52.25	\$5.23	
NATURAL AMERICAN SPIRIT	\$50.34		\$0.51	\$50.85	\$10.80	\$61.65	\$1.85	\$63.50		\$63.50		\$0.64	\$64.14	\$3.8484	\$67.99		\$67.99	\$6.80	
NEWPORT MENTHOL	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$8.80	\$59.74	\$5.97	
NEWPORT MENTHOL GOLD	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$8.80	\$59.74	\$5.97	
NEWPORT MENTHOL BLUE	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$8.80	\$59.74	\$5.97	
NEWPORT MENTHOL PLATINUM BLUE KING BOX	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01		\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$16.80	\$51.74	\$5.17	



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



0.01

10.8

0.03

0.01

0.06

Wednesday, April 04, 2018	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																	
NEWPORT MENTHOL PLATINUM BLUE 100s BOX	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$16.80	\$51.74	\$5.17
NEWPORT MENTHOL PLATINUM KING BOX	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$16.80	\$51.74	\$5.17
NEWPORT MENTHOL PLATINUM 100s BOX	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$16.80	\$51.74	\$5.17
NEWPORT MENTHOL SMOOTH SELECT	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$64.01		\$0.65	\$64.66	\$3.8799	\$68.54	\$18.80	\$49.74	\$4.97
NEWPORT NON-MENTHOL	\$50.84		\$0.51	\$51.35	\$10.80	\$62.15	\$1.86	\$64.01	\$49.61	\$14.40	\$0.50	\$50.11	\$3.0069	\$53.12	\$2.50	\$50.62	\$5.06
KENT & KENT Golden & III	\$56.74		\$0.57	\$57.31	\$10.80	\$68.11	\$2.04	\$70.15	\$70.15		\$0.71	\$70.86	\$4.2518	\$75.12		\$75.12	\$7.51
MAVERICK	\$34.19		\$0.35	\$34.54	\$10.80	\$45.34	\$1.36	\$46.70	\$46.70		\$0.47	\$47.17	\$2.8302	\$50.00	\$1.00	\$49.00	\$4.90
OLD GOLD	\$41.34		\$0.42	\$41.76	\$10.80	\$52.56	\$1.58	\$54.14	\$54.14		\$0.55	\$54.69	\$3.2812	\$57.97		\$57.97	\$5.80
TRUE	\$56.74		\$0.57	\$57.31	\$10.80	\$68.11	\$2.04	\$70.15	\$70.15		\$0.71	\$70.86	\$4.2518	\$75.12		\$75.12	\$7.51
EVE	\$40.49		\$0.41	\$40.90	\$10.80	\$51.70	\$1.55	\$53.25	\$53.25		\$0.54	\$53.79	\$3.2275	\$57.02	\$2.00	\$55.02	\$5.50
GRAND PRIX	\$35.09		\$0.36	\$35.45	\$10.80	\$46.25	\$1.39	\$47.64	\$47.64		\$0.48	\$48.12	\$2.8871	\$51.00	\$2.00	\$49.00	\$4.90
LIGGETT SELECT	\$38.04		\$0.39	\$38.43	\$10.80	\$49.23	\$1.48	\$50.71	\$50.71		\$0.51	\$51.22	\$3.0730	\$54.29	\$4.00	\$50.29	\$5.03
EAGLE 20'S	\$24.75		\$0.25	\$25.00	\$10.80	\$35.80	\$1.07	\$36.87	\$36.87		\$0.37	\$37.24	\$2.2346	\$39.48	\$4.75	\$34.73	\$3.47
PYRAMID	\$31.55		\$0.32	\$31.87	\$10.80	\$42.67	\$1.28	\$43.95	\$43.95		\$0.44	\$44.39	\$2.6634	\$47.05	\$1.00	\$46.05	\$4.61
USA	\$28.20		\$0.29	\$28.49	\$10.80	\$39.29	\$1.18	\$40.47	\$40.47		\$0.41	\$40.88	\$2.4527	\$43.33		\$43.33	\$4.33
Cube pricing is for 5 packs per Cube																	
SELECT	\$50.34		\$0.51	\$50.85	\$10.80	\$61.65	\$1.85	\$63.50	\$63.50		\$0.64	\$64.14	\$3.8484	\$67.99	\$10.00	\$57.99	\$5.80
NEW YORK CUT	\$50.34		\$0.51	\$50.85	\$10.80	\$61.65	\$1.85	\$63.50	\$63.50		\$0.64	\$64.14	\$3.8484	\$67.99		\$67.99	\$6.80
BLACK & GOLD (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
FANTASIA (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
CIGARETTELLOS (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
HAVANA OVALS (CUBE) 5PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
HINT MENTHOL (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
MCD (ALL STYLES) (CUBE) 5 PACKS	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
ORIGINALS (ALL STYLES)(CUBE)	\$31.30		\$0.32	\$31.62	\$5.40	\$37.02	\$1.11	\$38.13	\$38.13		\$0.39	\$38.52	\$2.3112	\$40.83		\$40.83	\$8.17
USA GOLD BRANDS	\$37.05		\$0.38	\$37.43	\$10.80	\$48.23	\$1.45	\$49.68	\$49.68		\$0.50	\$50.18	\$3.0106	\$53.19		\$53.19	\$5.32
SONOMA BRANDS	\$34.90		\$0.35	\$35.25	\$10.80	\$46.05	\$1.38	\$47.43	\$47.43		\$0.48	\$47.91	\$2.8747	\$50.79		\$50.79	\$5.08
RAVE BRANDS	\$31.04		\$0.32	\$31.36	\$10.80	\$42.16	\$1.26	\$43.42	\$43.42		\$0.44	\$43.86	\$2.6319	\$46.50		\$46.50	\$4.65
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	\$9.50	\$31.55	\$3.16
FORTUNA BRANDS	\$31.04		\$0.32	\$31.36	\$10.80	\$42.16	\$1.26	\$43.42	\$43.42		\$0.44	\$43.86	\$2.6319	\$46.50		\$46.50	\$4.65
CROWNS BRANDS	\$28.05		\$0.29	\$28.34	\$10.80	\$39.14	\$1.17	\$40.31	\$40.31		\$0.41	\$40.72	\$2.4435	\$43.17	\$2.60	\$40.57	\$4.06
ECHO BRANDS	\$27.40		\$0.28	\$27.68	\$10.80	\$38.48	\$1.15	\$39.63	\$39.63		\$0.40	\$40.03	\$2.4021	\$42.44		\$42.44	\$4.24
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
BERLEY	\$17.95		\$0.18	\$18.13	\$10.80	\$28.93	\$0.87	\$29.80	\$29.80		\$0.30	\$30.10	\$1.8059	\$31.90		\$31.90	\$3.19
24/7	\$21.30		\$0.22	\$21.52	\$10.80	\$32.32	\$0.97	\$33.29	\$33.29		\$0.34	\$33.63	\$2.0178	\$35.65		\$35.65	\$3.56
ACE	\$21.09		\$0.22	\$21.31	\$10.80	\$32.11	\$0.96	\$33.07	\$32.57	\$0.50	\$0.33	\$32.90	\$1.9742	\$34.88	\$1.40	\$33.48	\$3.35
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	\$20.59		\$0.21	\$20.80	\$10.80	\$31.60	\$0.95	\$32.55	\$32.05	\$0.50	\$0.33	\$32.38	\$1.9427	\$34.32		\$34.32	\$3.43
WAVE	\$36.69		\$0.37	\$37.06	\$10.80	\$47.86	\$1.44	\$49.30	\$41.80	\$7.50	\$0.42	\$42.22	\$2.5329	\$44.75	\$14.30	\$30.45	\$3.04
WINGS	\$24.45		\$0.25	\$24.70	\$10.80	\$35.50	\$1.07	\$36.57	\$36.57		\$0.37	\$36.94	\$2.2161	\$39.15	\$8.00	\$31.15	\$3.12
EXPORT 'A'	\$49.40		\$0.50	\$49.90	\$10.80	\$60.70	\$1.82	\$62.52	\$62.52		\$0.63	\$63.15	\$3.7891	\$66.94		\$66.94	\$6.69
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	\$12.00	\$25.25	\$2.53
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	\$37.32	\$5.00	\$0.38	\$37.70	\$2.2622	\$39.96		\$39.96	\$4.00



Louisiana Office of Alcohol and Tobacco Control
Commissioner Juana Marine-Lombard



			0.01		10.8		0.03			0.01		0.06						
Wednesday, April 04, 2018	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																		
SENECA 120'S	\$25.25		\$0.26	\$25.51	\$10.80	\$36.31	\$1.09	\$37.40	\$2.00	\$35.40		\$0.36	\$35.76	\$2.1456	\$37.90		\$37.90	\$3.79
SENECA	\$22.59		\$0.23	\$22.82	\$10.80	\$33.62	\$1.01	\$34.63	\$2.00	\$32.63		\$0.33	\$32.96	\$1.9775	\$34.94		\$34.94	\$3.49
COUTURE	\$23.70		\$0.24	\$23.94	\$10.80	\$34.74	\$1.04	\$35.78	\$2.00	\$33.78		\$0.34	\$34.12	\$2.0473	\$36.17		\$36.17	\$3.62
1ST CLASS	\$25.45		\$0.26	\$25.71	\$10.80	\$36.51	\$1.10	\$37.61	\$3.00	\$34.61		\$0.35	\$34.96	\$2.0973	\$37.05		\$37.05	\$3.71
1839	\$25.15		\$0.26	\$25.41	\$10.80	\$36.21	\$1.09	\$37.30		\$37.30		\$0.38	\$37.68	\$2.2606	\$39.94	\$3.50	\$36.44	\$3.64
SHIELD	\$25.45		\$0.26	\$25.71	\$10.80	\$36.51	\$1.10	\$37.61	\$1.00	\$36.61		\$0.37	\$36.98	\$2.2185	\$39.19		\$39.19	\$3.92
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	\$25.45		\$0.26	\$25.71	\$10.80	\$36.51	\$1.10	\$37.61	\$4.45	\$33.16		\$0.34	\$33.50	\$2.0097	\$35.51		\$35.51	\$3.55
WILDHORSE	\$25.45		\$0.26	\$25.71	\$10.80	\$36.51	\$1.10	\$37.61	\$1.00	\$36.61		\$0.37	\$36.98	\$2.2185	\$39.19	\$2.00	\$37.19	\$3.72
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	\$25.89		\$0.26	\$26.15	\$10.80	\$36.95	\$1.11	\$38.06		\$38.06		\$0.39	\$38.45	\$2.3069	\$40.76		\$40.76	\$4.08
DOSAL 305	\$22.65		\$0.23	\$22.88	\$10.80	\$33.68	\$1.01	\$34.69		\$34.69		\$0.35	\$35.04	\$2.1024	\$37.14		\$37.14	\$3.71