



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



| | | | 0.01 | 10.8 | 0.03 | | | | | | 0.01 | 0.06 | | | | | |
|--|--------------------|---------------------|----------------------------------|--------------------------|-------------------------|---------------------|---------|---------------------------------|---------------------------|---------------------|-------------------------------|-------------------|--------------|---------------------------------|-----------------------------|--------------------------|--------|
| Friday, September 29, 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 | \$45.04 | | \$0.46 | \$45.50 | \$10.80 | \$56.30 | \$1.69 | \$57.99 | \$57.99 | | \$0.58 | \$58.57 | \$3.5141 | \$62.08 | \$62.08 | \$6.21 | |
| BENSON & HEDGES | \$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 | |
| BENSON & HEDGES KING SIZE | \$62.55 | | \$0.63 | \$63.18 | \$10.80 | \$73.98 | \$2.22 | \$76.20 | \$76.20 | | \$0.77 | \$76.97 | \$4.6182 | \$81.59 | \$81.59 | \$8.16 | |
| CAMBRIDGE | \$51.63 | | \$0.52 | \$52.15 | \$10.80 | \$62.95 | \$1.89 | \$64.84 | \$64.84 | | \$0.65 | \$65.49 | \$3.9293 | \$69.42 | \$69.42 | \$6.94 | |
| 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 | \$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 | |
| DAVE'S | \$51.63 | | \$0.52 | \$52.15 | \$10.80 | \$62.95 | \$1.89 | \$64.84 | \$64.84 | | \$0.65 | \$65.49 | \$3.9293 | \$69.42 | \$69.42 | \$6.94 | |
| 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 | \$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 | |
| L&M | \$41.64 | | \$0.42 | \$42.06 | \$10.80 | \$52.86 | \$1.59 | \$54.45 | \$54.45 | | \$0.55 | \$55.00 | \$3.2997 | \$58.30 | \$9.50 | \$48.80 | \$4.88 |
| MARLBORO MENTHOL MAINLINE | | | | | | | | | | | | | | | | | |
| MENTHOL | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$6.00 | \$56.75 | \$5.67 |
| BLEND NO.54 | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$6.00 | \$56.75 | \$5.67 |
| SKYLINE | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$6.00 | \$56.75 | \$5.67 |
| SMOOTH | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$7.00 | \$55.75 | \$5.57 |
| GOLD | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$6.00 | \$56.75 | \$5.67 |
| SILVER | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$6.00 | \$56.75 | \$5.67 |
| RICH BLUE | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$4.00 | \$58.75 | \$5.87 |
| BLUE | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$4.00 | \$58.75 | \$5.87 |
| MARLBORO NON-MENTHOL MAINLINE | | | | | | | | | | | | | | | | | |
| RED | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$4.00 | \$58.75 | \$5.87 |
| SILVER | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$4.00 | \$58.75 | \$5.87 |
| GOLD | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$4.00 | \$58.75 | \$5.87 |
| BLEND NO.27 | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$7.00 | \$55.75 | \$5.57 |
| SKLINE | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$4.00 | \$58.75 | \$5.87 |
| RED LABEL | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$7.00 | \$55.75 | \$5.57 |
| SOUTHERN CUT | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$4.00 | \$58.75 | \$5.87 |
| VIRGINIA BLEND | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$4.00 | \$58.75 | \$5.87 |
| MARLBORO SPECIAL PRICE PROMOTED | | | | | | | | | | | | | | | | | |
| SPECIAL BLEND RED | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$5.00 | \$53.61 | \$0.54 | \$54.15 | \$3.2488 | \$57.40 | \$11.00 | \$46.40 | \$4.64 |
| SPECIAL BLEND GOLD | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$11.00 | \$51.75 | \$5.17 |
| BLACK | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$5.00 | \$53.61 | \$0.54 | \$54.15 | \$3.2488 | \$57.40 | \$10.50 | \$46.90 | \$4.69 |
| NXT | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$5.00 | \$53.61 | \$0.54 | \$54.15 | \$3.2488 | \$57.40 | \$10.50 | \$46.90 | \$4.69 |
| EDGE | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$5.00 | \$53.61 | \$0.54 | \$54.15 | \$3.2488 | \$57.40 | \$10.50 | \$46.90 | \$4.69 |
| MIDNIGHT | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$5.00 | \$53.61 | \$0.54 | \$54.15 | \$3.2488 | \$57.40 | \$10.50 | \$46.90 | \$4.69 |
| 72'S | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | | \$58.61 | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$12.00 | \$50.75 | \$5.07 |
| SLATE | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$5.00 | \$53.61 | \$0.54 | \$54.15 | \$3.2488 | \$57.40 | \$10.50 | \$46.90 | \$4.69 |
| MERIT | \$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 | |
| PARLIAMENT | \$49.34 | | \$0.50 | \$49.84 | \$10.80 | \$60.64 | \$1.82 | \$62.46 | \$62.46 | | \$0.63 | \$63.09 | \$3.7854 | \$66.87 | \$66.87 | \$6.69 | |
| PLAYER'S | \$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 | |
| SARATOGA | \$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 | |
| VIRGINIA SLIMS | \$49.34 | | \$0.50 | \$49.84 | \$10.80 | \$60.64 | \$1.82 | \$62.46 | \$62.46 | | \$0.63 | \$63.09 | \$3.7854 | \$66.87 | \$66.87 | \$6.69 | |



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|--------------------------------|--------------------|---------------------|----------------------------------|--------------------------|-------------------------|---------------------|---------|---------------------------------|---------------------------|---------------------|-------------------------------|---------|-------------------|--------------|---------------------------------|-----------------------------|--------------------------|--|
| Friday, September 29, 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 | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| CAMEL MENTHOL | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$5.40 | \$57.35 | \$5.73 | |
| CAMEL MENTHOL SILVER | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$5.40 | \$57.35 | \$5.73 | |
| CAMEL CRUSH | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$5.40 | \$57.35 | \$5.73 | |
| CAMEL BALANCE | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$2.50 | \$60.25 | \$6.02 | |
| CAMEL GOLD KING/GOLD 100 | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$11.00 | \$51.75 | \$5.17 | |
| CAMEL JADE KING | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$11.00 | \$51.75 | \$5.17 | |
| CAMEL JADE SILVER KING/JSK 100 | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$11.00 | \$51.75 | \$5.17 | |
| CAMEL BLUE KING BOX | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$5.40 | \$57.35 | \$5.73 | |
| CAMEL BLUE KING SOFT PACK | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$2.50 | \$60.25 | \$6.02 | |
| CAMEL BLUE 99s | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$5.40 | \$57.35 | \$5.73 | |
| CAMEL ROYAL KING | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$11.00 | \$51.75 | \$5.17 | |
| CAMEL SILVER KING | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$11.00 | \$51.75 | \$5.17 | |
| CAMEL FILTER KING BOX | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$5.40 | \$57.35 | \$5.73 | |
| CAMEL FILTER KING SOFT PACK | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$2.50 | \$60.25 | \$6.02 | |
| CAMEL FILTER 99s | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$5.40 | \$57.35 | \$5.73 | |
| CAPRI | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| CARLTON | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| DORAL | \$41.64 | | \$0.42 | \$42.06 | \$10.80 | \$52.86 | \$1.59 | \$54.45 | \$54.45 | | \$0.55 | \$55.00 | \$3.2997 | \$58.30 | | \$58.30 | \$5.83 | |
| DUNHILL | \$56.38 | | \$0.57 | \$56.95 | \$10.80 | \$67.75 | \$2.03 | \$69.78 | \$69.78 | | \$0.70 | \$70.48 | \$4.2290 | \$74.71 | | \$74.71 | \$7.47 | |
| ECLIPSE | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| GPC | \$45.22 | | \$0.46 | \$45.68 | \$10.80 | \$56.48 | \$1.69 | \$58.17 | \$58.17 | | \$0.59 | \$58.76 | \$3.5259 | \$62.29 | | \$62.29 | \$6.23 | |
| KAMEL RED | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | | \$62.75 | \$6.27 | |
| KOOL | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$9.00 | \$53.75 | \$5.37 | |
| LUCKY STRIKE | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| MISTY | \$39.32 | | \$0.40 | \$39.72 | \$10.80 | \$50.52 | \$1.52 | \$52.04 | \$52.04 | | \$0.53 | \$52.57 | \$3.1539 | \$55.72 | | \$55.72 | \$5.57 | |
| MONARCH | \$39.32 | | \$0.40 | \$39.72 | \$10.80 | \$50.52 | \$1.52 | \$52.04 | \$52.04 | | \$0.53 | \$52.57 | \$3.1539 | \$55.72 | | \$55.72 | \$5.57 | |
| MORE | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| NOW | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| PALL MALL NON FILTER | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| PALL MALL | \$41.64 | | \$0.42 | \$42.06 | \$10.80 | \$52.86 | \$1.59 | \$54.45 | \$54.45 | | \$0.55 | \$55.00 | \$3.2997 | \$58.30 | \$10.00 | \$48.30 | \$4.83 | |
| SALEM | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | | \$62.75 | \$6.27 | |
| STATE EXPRESS 555 | \$56.38 | | \$0.57 | \$56.95 | \$10.80 | \$67.75 | \$2.03 | \$69.78 | \$69.78 | | \$0.70 | \$70.48 | \$4.2290 | \$74.71 | | \$74.71 | \$7.47 | |
| TAREYTON | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| VANTAGE | \$58.88 | | \$0.59 | \$59.47 | \$10.80 | \$70.27 | \$2.11 | \$72.38 | \$72.38 | | \$0.73 | \$73.11 | \$4.3865 | \$77.49 | | \$77.49 | \$7.75 | |
| WINSTON | \$45.64 | | \$0.46 | \$46.10 | \$10.80 | \$56.90 | \$1.71 | \$58.61 | \$58.61 | | \$0.59 | \$59.20 | \$3.5518 | \$62.75 | \$11.50 | \$51.25 | \$5.12 | |
| NATURAL AMERICAN SPIRIT | \$49.44 | | \$0.50 | \$49.94 | \$10.80 | \$60.74 | \$1.82 | \$62.56 | \$62.56 | | \$0.63 | \$63.19 | \$3.7915 | \$66.98 | | \$66.98 | \$6.70 | |
| NEWPORT MENTHOL | \$49.94 | | \$0.50 | \$50.44 | \$10.80 | \$61.24 | \$1.84 | \$63.08 | \$63.08 | | \$0.64 | \$63.72 | \$3.8230 | \$67.54 | \$8.80 | \$58.74 | \$5.87 | |
| NEWPORT MENTHOL GOLD | \$49.94 | | \$0.50 | \$50.44 | \$10.80 | \$61.24 | \$1.84 | \$63.08 | \$63.08 | | \$0.64 | \$63.72 | \$3.8230 | \$67.54 | \$8.80 | \$58.74 | \$5.87 | |
| NEWPORT MENTHOL BLUE | \$49.94 | | \$0.50 | \$50.44 | \$10.80 | \$61.24 | \$1.84 | \$63.08 | \$63.08 | | \$0.64 | \$63.72 | \$3.8230 | \$67.54 | \$8.80 | \$58.74 | \$5.87 | |
| NEWPORT MENTHOL SMOOTH SELECT | \$49.94 | | \$0.50 | \$50.44 | \$10.80 | \$61.24 | \$1.84 | \$63.08 | \$63.08 | | \$0.64 | \$63.72 | \$3.8230 | \$67.54 | \$18.80 | \$48.74 | \$4.87 | |
| NEWPORT NON-MENTHOL | \$49.94 | | \$0.50 | \$50.44 | \$10.80 | \$61.24 | \$1.84 | \$63.08 | \$48.68 | \$14.40 | \$0.49 | \$49.17 | \$2.9500 | \$52.12 | \$2.50 | \$49.62 | \$4.96 | |
| KENT & KENT Golden & III | \$51.84 | | \$0.52 | \$52.36 | \$10.80 | \$63.16 | \$1.89 | \$65.05 | \$65.05 | | \$0.66 | \$65.71 | \$3.9429 | \$69.66 | | \$69.66 | \$6.97 | |
| MAVERICK | \$33.29 | | \$0.34 | \$33.63 | \$10.80 | \$44.43 | \$1.33 | \$45.76 | \$45.76 | | \$0.46 | \$46.22 | \$2.7734 | \$49.00 | \$1.00 | \$48.00 | \$4.80 | |
| OLD GOLD | \$36.44 | | \$0.37 | \$36.81 | \$10.80 | \$47.61 | \$1.43 | \$49.04 | \$49.04 | | \$0.50 | \$49.54 | \$2.9723 | \$52.51 | | \$52.51 | \$5.25 | |
| TRUE | \$51.84 | | \$0.52 | \$52.36 | \$10.80 | \$63.16 | \$1.89 | \$65.05 | \$65.05 | | \$0.66 | \$65.71 | \$3.9429 | \$69.66 | | \$69.66 | \$6.97 | |



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| Friday, September 29, 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 | \$39.59 | | \$0.40 | \$39.99 | \$10.80 | \$50.79 | \$1.52 | \$52.31 | \$52.31 | | \$0.53 | \$52.84 | \$3.1706 | \$56.01 | \$2.00 | \$54.01 | \$5.40 |
| GRAND PRIX | \$34.19 | | \$0.35 | \$34.54 | \$10.80 | \$45.34 | \$1.36 | \$46.70 | \$46.70 | | \$0.47 | \$47.17 | \$2.8302 | \$50.00 | \$2.00 | \$48.00 | \$4.80 |
| LIGGETT SELECT | \$37.14 | | \$0.38 | \$37.52 | \$10.80 | \$48.32 | \$1.45 | \$49.77 | \$49.77 | | \$0.50 | \$50.27 | \$3.0162 | \$53.29 | \$4.00 | \$49.29 | \$4.93 |
| 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 | \$30.65 | | \$0.31 | \$30.96 | \$10.80 | \$41.76 | \$1.25 | \$43.01 | \$43.01 | | \$0.44 | \$43.45 | \$2.6072 | \$46.06 | \$1.00 | \$45.06 | \$4.51 |
| 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 |
| CIGARETTELLOS (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 | \$36.15 | | \$0.37 | \$36.52 | \$10.80 | \$47.32 | \$1.42 | \$48.74 | \$48.74 | | \$0.49 | \$49.23 | \$2.9538 | \$52.18 | | \$52.18 | \$5.22 |
| SONOMA BRANDS | \$34.00 | | \$0.34 | \$34.34 | \$10.80 | \$45.14 | \$1.35 | \$46.49 | \$46.49 | | \$0.47 | \$46.96 | \$2.8179 | \$49.78 | | \$49.78 | \$4.98 |
| RAVE BRANDS | \$30.14 | | \$0.31 | \$30.45 | \$10.80 | \$41.25 | \$1.24 | \$42.49 | \$42.49 | | \$0.43 | \$42.92 | \$2.5751 | \$45.49 | | \$45.49 | \$4.55 |
| 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 | \$30.14 | | \$0.31 | \$30.45 | \$10.80 | \$41.25 | \$1.24 | \$42.49 | \$42.49 | | \$0.43 | \$42.92 | \$2.5751 | \$45.49 | | \$45.49 | \$4.55 |
| 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 | \$2.80 | \$40.37 | \$4.04 |
| 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 |
| 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 | \$20.40 | | \$0.21 | \$20.61 | \$10.80 | \$31.41 | \$0.94 | \$32.35 | \$32.35 | | \$0.33 | \$32.68 | \$1.9609 | \$34.64 | | \$34.64 | \$3.46 |
| 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 | \$35.79 | | \$0.36 | \$36.15 | \$10.80 | \$46.95 | \$1.41 | \$48.36 | \$48.36 | \$7.50 | \$0.41 | \$41.27 | \$2.4761 | \$43.74 | \$24.80 | \$18.94 | \$1.89 |
| WINGS | \$23.55 | | \$0.24 | \$23.79 | \$10.80 | \$34.59 | \$1.04 | \$35.63 | \$35.63 | | \$0.36 | \$35.99 | \$2.1593 | \$38.15 | \$8.50 | \$29.65 | \$2.96 |
| EXPORT 'A' | \$48.50 | | \$0.49 | \$48.99 | \$10.80 | \$59.79 | \$1.79 | \$61.58 | \$61.58 | | \$0.62 | \$62.20 | \$3.7322 | \$65.94 | | \$65.94 | \$6.59 |
| 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 | \$42.32 | \$5.00 | \$0.38 | \$37.70 | \$2.2622 | \$39.96 | | \$39.96 | \$4.00 |
| SENECA 120'S | \$25.25 | | \$0.26 | \$25.51 | \$10.80 | \$36.31 | \$1.09 | \$37.40 | \$37.40 | \$2.00 | \$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 | \$34.63 | \$2.84 | \$0.32 | \$32.11 | \$1.9265 | \$34.04 | | \$34.04 | \$3.40 |
| COUTURE | \$23.70 | | \$0.24 | \$23.94 | \$10.80 | \$34.74 | \$1.04 | \$35.78 | \$35.78 | \$2.00 | \$0.34 | \$34.12 | \$2.0473 | \$36.17 | | \$36.17 | \$3.62 |



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



| | | | 0.01 | | 10.8 | | 0.03 | | | | | 0.01 | | 0.06 | | | | | |
|----------------------------|--------------------|---------------------|----------------------------------|---------|--------------------------|-------------------------|---------------------|---------|---------------------------------|---------------------------|---------------------|-------------------------------|---------|-------------------|--------------|---------------------------------|-----------------------------|--------------------------|--|
| Friday, September 29, 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 | \$3.00 | \$36.37 | \$3.64 | |
| 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 | \$3.95 | \$33.13 | | \$0.34 | \$33.47 | \$2.0082 | \$35.48 | | \$35.48 | \$3.55 | |
| 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 | |