



Louisiana Office of Alcohol and Tobacco Control

Commissioner Juana Marine-Lombard



		0.01	10.8	0.03						0.01	0.06					
Friday, December 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 Markup 6%	WS + Markup 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
MARLBORO MENTHOL MAINLINE																
MENTHOL	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$6.00	\$51.40
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
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
SMOOTH	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$6.00	\$51.40
GOLD	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$6.00	\$51.40
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
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	\$6.00	\$56.75
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	\$6.00	\$56.75
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	\$5.00	\$57.75
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
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	\$5.00	\$57.75
BLEND NO.27	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$7.00	\$50.40
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
RED LABEL	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$5.00	\$52.40
SOUTHERN CUT	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$4.00	\$53.40
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
MARLBORO SPECIAL PRICE PROMOTED																
SPECIAL BLEND RED	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$10.00	\$47.40
SPECIAL BLEND GOLD	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$10.00	\$47.40
BLACK	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$9.50	\$47.90
NXT	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$9.50	\$47.90
EDGE	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$9.50	\$47.90
MIDNIGHT	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$9.50	\$47.90
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	\$11.00	\$51.75
SLATE	\$45.64		\$0.46	\$46.10	\$10.80	\$56.90	\$1.71	\$58.61	\$53.61	\$5.00	\$0.54	\$54.15	\$3.2488	\$57.40	\$9.50	\$47.90
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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		0.01		10.8		0.03					0.01		0.06					
Friday, December 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 Markup 6%	WS + Markup 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	\$10.80	\$51.95	\$5.19
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	\$10.80	\$51.95	\$5.19
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	\$10.80	\$51.95	\$5.19
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	\$10.80	\$51.95	\$5.19
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	\$10.80	\$51.95	\$5.19
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 & GOLD FILTERS 100S	\$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 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	\$14.40	\$48.68		\$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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Commissioner Juana Marine-Lombard



0.01

10.8

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0.01

0.06

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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	\$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	\$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	
CIGARETTLOS (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	\$21.09		\$0.22	\$21.31	\$10.80	\$32.11	\$0.96	\$33.07	\$0.50	\$32.57		\$0.33	\$32.90	\$1.9742	\$34.88		\$34.88	\$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	\$20.59		\$0.21	\$20.80	\$10.80	\$31.60	\$0.95	\$32.55	\$0.50	\$32.05		\$0.33	\$32.38	\$1.9427	\$34.32		\$34.32	\$3.43	
WAVE	\$35.79		\$0.36	\$36.15	\$10.80	\$46.95	\$1.41	\$48.36	\$7.50	\$40.86		\$0.41	\$41.27	\$2.4761	\$43.74	\$24.30	\$19.44	\$1.94	
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	\$8.00	\$30.15	\$3.01	
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	\$5.00	\$37.32		\$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	\$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	



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



			0.01	10.8	0.03						0.01	0.06					
Friday, December 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 Markup 6%	WS + Mark Up	Rebate Required to be passed on	RETAIL Min price per carton	RETAIL Minimum \$ / Pack	
10 Packs per Carton																	
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	\$36.61	\$1.00	\$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	\$32.41	\$3.95	\$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	\$33.16	\$4.45	\$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	\$36.61	\$1.00	\$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	\$25.17		\$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