



ATC

LOUISIANA ALCOHOL & TOBACCO CONTROL
Troy Hebert Commissioner



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Friday, December 11, 2015	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$8.60/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	\$41.74		\$0.42	\$3.60	\$45.76	\$1.37	\$47.13		\$47.13		\$0.48	\$2.8568	\$50.47		\$50.47	\$5.05
BENSON & HEDGES	\$52.90		\$0.53	\$3.60	\$57.03	\$1.71	\$58.74		\$58.74		\$0.59	\$3.5599	\$62.89		\$62.89	\$6.29
BENSON & HEDGES KING SIZE	\$59.25		\$0.60	\$3.60	\$63.45	\$1.90	\$65.35		\$65.35		\$0.66	\$3.9608	\$69.97		\$69.97	\$7.00
CAMBRIDGE	\$48.33		\$0.49	\$3.60	\$52.42	\$1.57	\$53.99		\$53.99		\$0.54	\$3.2720	\$57.80		\$57.80	\$5.78
CHESTERFIELD	\$52.90		\$0.53	\$3.60	\$57.03	\$1.71	\$58.74		\$58.74		\$0.59	\$3.5599	\$62.89		\$62.89	\$6.29
COMMANDER	\$52.90		\$0.53	\$3.60	\$57.03	\$1.71	\$58.74		\$58.74		\$0.59	\$3.5599	\$62.89		\$62.89	\$6.29
DAVE'S	\$48.33		\$0.49	\$3.60	\$52.42	\$1.57	\$53.99		\$53.99		\$0.54	\$3.2720	\$57.80		\$57.80	\$5.78
ENGLISH OVALS	\$59.25		\$0.60	\$3.60	\$63.45	\$1.90	\$65.35		\$65.35		\$0.66	\$3.9608	\$69.97		\$69.97	\$7.00
LARK	\$52.90		\$0.53	\$3.60	\$57.03	\$1.71	\$58.74		\$58.74		\$0.59	\$3.5599	\$62.89		\$62.89	\$6.29
L&M	\$39.14		\$0.40	\$3.60	\$43.14	\$1.29	\$44.43	\$0.80	\$43.63		\$0.44	\$2.6445	\$46.72	\$9.50	\$37.22	\$3.72
MARLBORO MENTHOL MAINLINE																
MENTHOL	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$10.20	\$37.77		\$0.38	\$2.2888	\$40.44	\$3.50	\$36.94	\$3.69
BLEND NO.54	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$3.50	\$47.64	\$4.76
SKYLINE	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$3.50	\$47.64	\$4.76
SMOOTH	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$10.20	\$37.77		\$0.38	\$2.2888	\$40.44	\$3.50	\$36.94	\$3.69
GOLD	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$10.20	\$37.77		\$0.38	\$2.2888	\$40.44	\$3.50	\$36.94	\$3.69
SILVER	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$3.50	\$47.64	\$4.76
RICH BLUE	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$5.20	\$42.77		\$0.43	\$2.5918	\$45.79	\$3.50	\$42.29	\$4.23
BLUE	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$5.20	\$42.77		\$0.43	\$2.5918	\$45.79	\$3.50	\$42.29	\$4.23
MARLBORO NON-MENTHOL MAINLINE																
RED	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$3.00	\$48.14	\$4.81
SILVER	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$3.00	\$48.14	\$4.81
GOLD	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$3.00	\$48.14	\$4.81
BLEND NO.27	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$10.20	\$37.77		\$0.38	\$2.2888	\$40.44	\$3.00	\$37.44	\$3.74
SKLINE	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$3.00	\$48.14	\$4.81
RED LABEL	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$10.20	\$37.77		\$0.38	\$2.2888	\$40.44	\$3.00	\$37.44	\$3.74
SOUTHERN CUT	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$10.20	\$37.77		\$0.38	\$2.2888	\$40.44	\$3.00	\$37.44	\$3.74
VIRGINIA BLEND	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$3.00	\$48.14	\$4.81
MARLBORO SPECIAL PRICE PROMOTED																
SPECIAL BLEND (RED AND GOLD)	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$10.00	\$41.14	\$4.11
BLACK	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$5.20	\$42.77		\$0.43	\$2.5918	\$45.79	\$10.00	\$35.79	\$3.58
NXT	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$5.20	\$42.77		\$0.43	\$2.5918	\$45.79	\$10.00	\$35.79	\$3.58
EDGE	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$5.20	\$42.77		\$0.43	\$2.5918	\$45.79	\$10.00	\$35.79	\$3.58
MIDNIGHT	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$10.20	\$37.77		\$0.38	\$2.2888	\$40.44	\$10.00	\$30.44	\$3.04
72'S	\$42.54		\$0.43	\$3.60	\$46.57	\$1.40	\$47.97	\$0.20	\$47.77		\$0.48	\$2.8948	\$51.14	\$10.00	\$41.14	\$4.11
MERIT	\$52.90		\$0.53	\$3.60	\$57.03	\$1.71	\$58.74		\$58.74		\$0.59	\$3.5599	\$62.89		\$62.89	\$6.29
PARLIAMENT	\$45.64		\$0.46	\$3.60	\$49.70	\$1.49	\$51.19		\$51.19		\$0.52	\$3.1027	\$54.81		\$54.81	\$5.48
PLAYER'S	\$52.90		\$0.53	\$3.60	\$57.03	\$1.71	\$58.74		\$58.74		\$0.59	\$3.5599	\$62.89		\$62.89	\$6.29
SARATOGA	\$52.90		\$0.53	\$3.60	\$57.03	\$1.71	\$58.74		\$58.74		\$0.59	\$3.5599	\$62.89		\$62.89	\$6.29
VIRGINIA SLIMS	\$46.04		\$0.47	\$3.60	\$50.11	\$1.50	\$51.61		\$51.61		\$0.52	\$3.1280	\$55.26		\$55.26	\$5.53
CAMEL REGULAR NF	\$55.58		\$0.56	\$3.60	\$59.74	\$1.79	\$61.53		\$61.53		\$0.62	\$3.7291	\$65.88		\$65.88	\$6.59
CAMEL MENTHOL	\$42.34		\$0.43	\$3.60	\$46.37	\$1.39	\$47.76		\$47.76		\$0.48	\$2.8945	\$51.14	\$2.50	\$48.64	\$4.86



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Friday, December 11, 2015	Revenue List Price	Less Trade Discount	WHOLESALE Cost of doing business	LA SET Rate \$8.60/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																
NATURALS KING	\$42.00		\$0.42	\$3.60	\$46.02	\$1.38	\$47.40		\$47.40		\$0.48	\$2.8728	\$50.75	\$10.00	\$40.75	\$4.08
NEW YORK CUT	\$42.00		\$0.42	\$3.60	\$46.02	\$1.38	\$47.40		\$47.40		\$0.48	\$2.8728	\$50.75		\$50.75	\$5.08
BLACK & GOLD (CUBE) 5 PACKS	\$28.50		\$0.29	\$1.80	\$30.59	\$0.92	\$31.51		\$31.51		\$0.32	\$1.9097	\$33.74		\$33.74	\$6.75
FANTASIA (CUBE) 5 PACKS	\$28.50		\$0.29	\$1.80	\$30.59	\$0.92	\$31.51		\$31.51		\$0.32	\$1.9097	\$33.74		\$33.74	\$6.75
CLASSIC (ALL STYLES) (CUBE) 5 PACKS	\$28.50		\$0.29	\$1.80	\$30.59	\$0.92	\$31.51		\$31.51		\$0.32	\$1.9097	\$33.74		\$33.74	\$6.75
CIGARETTellos (CUBE) 5 PACKS	\$28.50		\$0.29	\$1.80	\$30.59	\$0.92	\$31.51		\$31.51		\$0.32	\$1.9097	\$33.74		\$33.74	\$6.75
HAVANA OVALS (CUBE) 5PACKS	\$28.50		\$0.29	\$1.80	\$30.59	\$0.92	\$31.51		\$31.51		\$0.32	\$1.9097	\$33.74		\$33.74	\$6.75
HINT MENTHOL (CUBE) 5 PACKS	\$28.50		\$0.29	\$1.80	\$30.59	\$0.92	\$31.51		\$31.51		\$0.32	\$1.9097	\$33.74		\$33.74	\$6.75
MCD (ALL STYLES) (CUBE) 5 PACKS	\$28.50		\$0.29	\$1.80	\$30.59	\$0.92	\$31.51		\$31.51		\$0.32	\$1.9097	\$33.74		\$33.74	\$6.75
NATURALS ORIGINALS (ALL STYLES)(CUBE)	\$28.50		\$0.29	\$1.80	\$30.59	\$0.92	\$31.51		\$31.51		\$0.32	\$1.9097	\$33.74		\$33.74	\$6.75
USA GOLD BRANDS	\$32.85		\$0.33	\$3.60	\$36.78	\$1.10	\$37.88		\$37.88		\$0.38	\$2.2958	\$40.56		\$40.56	\$4.06
SONOMA BRANDS	\$29.90		\$0.30	\$3.60	\$33.80	\$1.01	\$34.81		\$34.81		\$0.35	\$2.1098	\$37.27		\$37.27	\$3.73
RAVE BRANDS	\$26.04		\$0.27	\$3.60	\$29.91	\$0.90	\$30.81		\$30.81		\$0.31	\$1.8670	\$32.98		\$32.98	\$3.30
MONTCLAIR BRANDS	\$23.85		\$0.24	\$3.60	\$27.69	\$0.83	\$28.52		\$28.52		\$0.29	\$1.7286	\$30.54		\$30.54	\$3.05
MALIBU BRANDS	\$29.90		\$0.30	\$3.60	\$33.80	\$1.01	\$34.81		\$34.81		\$0.35	\$2.1098	\$37.27		\$37.27	\$3.73
FORTUNA BRANDS	\$26.04		\$0.27	\$3.60	\$29.91	\$0.90	\$30.81		\$30.81		\$0.31	\$1.8670	\$32.98		\$32.98	\$3.30
SMK FRIENDLY BRANDS	\$22.70		\$0.23	\$3.60	\$26.53	\$0.80	\$27.33		\$27.33		\$0.28	\$1.6564	\$29.26		\$29.26	\$2.93
CROWNS BRANDS	\$24.05		\$0.25	\$3.60	\$27.90	\$0.84	\$28.74		\$28.74		\$0.29	\$1.7416	\$30.77	\$2.50	\$28.27	\$2.83
WEST	\$23.35		\$0.24	\$3.60	\$27.19	\$0.82	\$28.01		\$28.01		\$0.29	\$1.6977	\$29.99		\$29.99	\$3.00
ECHO BRANDS	\$24.20		\$0.25	\$3.60	\$28.05	\$0.84	\$28.89		\$28.89		\$0.29	\$1.7509	\$30.93		\$30.93	\$3.09
EDGEFIELD	\$18.25		\$0.19	\$3.60	\$22.04	\$0.66	\$22.70		\$22.70		\$0.23	\$1.3759	\$24.31		\$24.31	\$2.43
ACE	\$18.99		\$0.19	\$3.60	\$22.78	\$0.68	\$23.46		\$23.46		\$0.24	\$1.4222	\$25.13		\$25.13	\$2.51
CHECKERS	\$18.99		\$0.19	\$3.60	\$22.78	\$0.68	\$23.46		\$23.46		\$0.24	\$1.4222	\$25.13		\$25.13	\$2.51
HI-VAL	\$17.95		\$0.18	\$3.60	\$21.73	\$0.65	\$22.38		\$22.38		\$0.23	\$1.3567	\$23.97		\$23.97	\$2.40
GOLD CREST	\$17.95		\$0.18	\$3.60	\$21.73	\$0.65	\$22.38		\$22.38		\$0.23	\$1.3567	\$23.97		\$23.97	\$2.40
WAVE	\$32.49		\$0.33	\$3.60	\$36.42	\$1.09	\$37.51	\$5.00	\$32.51		\$0.33	\$1.9706	\$34.81	\$14.30	\$20.51	\$2.05
WINGS	\$25.60		\$0.26	\$3.60	\$29.46	\$0.88	\$30.34		\$30.34		\$0.31	\$1.8392	\$32.49	\$4.50	\$27.99	\$2.80
EXPORT 'A'	\$45.20		\$0.46	\$3.60	\$49.26	\$1.48	\$50.74	\$4.00	\$46.74		\$0.47	\$2.8325	\$50.04	\$0.50	\$49.54	\$4.95
CHEYENNE	\$20.57		\$0.21	\$3.60	\$24.38	\$0.73	\$25.11		\$25.11		\$0.26	\$1.5223	\$26.89		\$26.89	\$2.69
DECADE	\$20.01		\$0.21	\$3.60	\$23.82	\$0.71	\$24.53		\$24.53		\$0.25	\$1.4871	\$26.27		\$26.27	\$2.63
AURA	\$29.99		\$0.30	\$3.60	\$33.89	\$1.02	\$34.91		\$34.91		\$0.35	\$2.1154	\$37.37		\$37.37	\$3.74
SENECA	\$21.25		\$0.22	\$3.60	\$25.07	\$0.75	\$25.82		\$25.82		\$0.26	\$1.5649	\$27.65		\$27.65	\$2.76
SENECA 120'S	\$23.90		\$0.24	\$3.60	\$27.74	\$0.83	\$28.57		\$28.57		\$0.29	\$1.7317	\$30.59		\$30.59	\$3.06
COUTURE	\$23.90		\$0.24	\$3.60	\$27.74	\$0.83	\$28.57		\$28.57		\$0.29	\$1.7317	\$30.59		\$30.59	\$3.06
KINGS	\$21.25		\$0.22	\$3.60	\$25.07	\$0.75	\$25.82		\$25.82		\$0.26	\$1.5649	\$27.65		\$27.65	\$2.76
100'S	\$21.25		\$0.22	\$3.60	\$25.07	\$0.75	\$25.82		\$25.82		\$0.26	\$1.5649	\$27.65		\$27.65	\$2.76



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10 Packs per Carton																
1ST CLASS	\$23.55		\$0.24	\$3.60	\$27.39	\$0.82	\$28.21	\$1.00	\$27.21		\$0.28	\$1.6495	\$29.14	\$2.00	\$27.14	\$2.71
1839	\$23.25		\$0.24	\$3.60	\$27.09	\$0.81	\$27.90	\$1.00	\$26.90		\$0.27	\$1.6304	\$28.80	\$2.00	\$26.80	\$2.68
SHIELD	\$23.55		\$0.24	\$3.60	\$27.39	\$0.82	\$28.21	\$1.00	\$27.21		\$0.28	\$1.6495	\$29.14	\$2.00	\$27.14	\$2.71
TRAFFIC	\$23.05		\$0.24	\$3.60	\$26.89	\$0.81	\$27.70		\$27.70		\$0.28	\$1.6786	\$29.66		\$29.66	\$2.97
ULTRA BUY	\$23.55		\$0.24	\$3.60	\$27.39	\$0.82	\$28.21	\$1.00	\$27.21		\$0.28	\$1.6495	\$29.14	\$2.00	\$27.14	\$2.71
WILDHORSE	\$23.55		\$0.24	\$3.60	\$27.39	\$0.82	\$28.21	\$1.00	\$27.21		\$0.28	\$1.6495	\$29.14	\$2.00	\$27.14	\$2.71