



LIZ MURRILL
ATTORNEY GENERAL

STATE OF LOUISIANA
DEPARTMENT OF JUSTICE
OFFICE OF THE ATTORNEY GENERAL
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La. R.S. 13:5071 et seq. NOTICE OF CHANGE TO BRAND DIRECTORY

Date of Notice: September 5, 2025

**FROM: LOUISIANA DEPARTMENT OF JUSTICE
TOBACCO SETTLEMENT ENFORCEMENT UNIT**

TO: TOBACCO WHOLESALERS (Via facsimile and/or email)
RE: LISTING/DELISTING NOTICE

Pursuant to La. R.S. 13:5071 et seq., notice is hereby given that the following manufacturer(s) and/or brand(s) will be added or removed (as indicated below) from Louisiana's Tobacco Brand Directory. Louisiana law prohibits any person from ordering, purchasing, or making an offer to purchase cigarettes, or roll-your-own ("RYO") tobacco, of the manufacturer(s) and brand(s) listed to be removed from this date forward. You are presumed to have received this notice on the above date.

A listing of brand status below as "NOT APPROVED" means that particular manufacturer(s) and brand(s) will be removed or de-listed from Louisiana's compliant list on **September 20, 2025**. During the fifteen (15) days prior to the date of de-listing, you are authorized to stamp any of the listed cigarettes that were ordered prior to the date of this notice. After the date of de-listing, you are prohibited from stamping any cigarettes of this manufacturer and brand name, but are not prohibited from selling cigarettes lawfully stamped prior to the date of de-listing.

La. R.S. 13:5076 provides for penalties including revocation or suspension of the dealer's license and "a civil penalty in an amount not to exceed the greater of five hundred percent of the retail value of the cigarettes or five thousand dollars" for each stamp affixed, and each purchase, sale, offer to purchase, or offer to sell cigarettes or RYO in violation of La. R.S. 13:5073(C).

<u>MANUFACTURER</u>	<u>BRAND(S)</u>	<u>BRAND STATUS</u>	<u>COUNTRY OF ORIGIN</u>
Philip Morris USA	Basic* Benson & Hedges* L & M* Merit*	APPROVED	DOMINICAN REPUBLIC

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R.J. Reynolds Tobacco Co.	Camel* Lucky Strike*	APPROVED	CHILE
R.J. Reynolds Tobacco Co.	Camel* Lucky Strike*	APPROVED	MEXICO
Wind River Tobacco Company (SPM)	Nashville	NOT APPROVED	UNITED STATES
Wind River Tobacco Company (SPM)	Nashville	APPROVED	URUGUAY

**The Basic, Benson & Hedges, L & M, Merit, Camel, and Lucky Strike cigarette brand families with United States countries of origin remain approved on the state directory.*

Pursuant to La. R.S. 13:5075, you must provide the following information for the listed manufacturer(s) and brand name(s) being delisted:

****Please note that this request pertains only to the above enumerated brands of cigarettes and RYO labeled "NOT APPROVED." ****

- 1) The number of cartons (or quantity of RYO tobacco) of the listed manufacturer(s) and/or brand name(s) that you hold in inventory today.

Current number of cartons (total):

Current number of cartons (stamped for Louisiana):

- 2) The number of cartons (or quantity of RYO tobacco) of the listed manufacturer(s) and brand name(s) you currently have on order. (Note: You must receive and stamp these prior to the date of de-listing).

Number of cartons on order (total):

Number of cartons on order (to be stamped for Louisiana):

Date ordered:

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3) Name of person completing this form:

Title: _____ Date: _____

Phone number: _____

If you do not hold any cigarettes or RYO tobacco of the listed manufacturer(s) and/or brand name(s) in inventory and do not have any on order, you need not reply to this notice. If you are required to reply, please fill in the blanks above and submit your response by close of next business day either by fax to (225) 326-6072, or by email to tobaccodoj@ag.louisiana.gov.

The most current lists of approved participating and non-participating manufacturers, as well as brands, are maintained on the Attorney General's website and may be viewed at <https://www.aglizmurrill.com/Tobacco> by clicking on either the "Louisiana Approved Tobacco Products Directory by Manufacturer" link or "Louisiana Approved Tobacco Products Directory by Brand" link, both of which are located under the "Our Resources" section of the page.

If you have any questions regarding this notice, please feel free to contact the undersigned via email at tobaccodoj@ag.louisiana.gov or via telephone at (225) 326-6423.

For Louisiana,

LIZ MURRILL
ATTORNEY GENERAL

/s/Arham Mughal

Arham Mughal
Assistant Attorney General