



PHILIP MORRIS LIMITED

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NATIONAL PRICE LIST Effective 8th March 2021

CIGARETTES				WHOLESALE LIST PRICE							RRP*
BRAND	VARIANT	Per Carton		GST Exclusive			GST Inclusive			GST Inclusive	
		Packs	Sticks	Per Pkt	Per Ctn	Per 000'	Per Pkt	Per Ctn	Per 000'	Per Pkt	
20's PACKING											
CHOICE SIGNATURE	Bold Red, Original Blue, Blonde Gold	10	200	24.92	249.19	1,245.95	27.41	274.11	1,370.55	30.30	
HARMONY BY CHOICE	Blue, Gold	10	200	24.92	249.19	1,245.95	27.41	274.11	1,370.55	30.30	
BOND STREET	Red +Fresh Burst, Blue +Fresh Burst, Gold +Fresh Burst	10	200	27.10	271.01	1,355.05	29.81	298.11	1,490.56	32.95	
BOND STREET CLASSIC	Red, Blue, Gold, Menthol	10	200	24.92	249.19	1,245.95	27.41	274.11	1,370.55	30.30	
LONGBEACH	Original Yellow, Rich Blue, Fine Silver, Menthol Green	10	200	29.25	292.52	1,462.60	32.18	321.77	1,608.86	35.55	
LONGBEACH	Rich Blue +Fresh Burst, Original Yellow +Fresh Burst, Menthol Green +Fresh Burst	10	200	26.88	268.79	1,343.95	29.57	295.67	1,478.35	32.65	
PETER JACKSON	Original Blue +Fresh Burst, Rich Gold +Fresh Burst, Fine Silver +Fresh Burst**	10	200	30.22	302.21	1,511.05	33.24	332.43	1,662.16	36.75	
MARLBORO	Red, Gold, Ice Blast	10	200	31.11	311.12	1,555.60	34.22	342.23	1,711.16	37.80	
25's PACKING											
CHOICE SIGNATURE	Bold Red, Original Blue	8	200	30.93	247.42	1,237.10	34.02	272.16	1,360.81	37.60	
BOND STREET	Red, Blue, Gold	8	200	34.08	272.63	1,363.15	37.49	299.89	1,499.47	41.40	
BOND STREET CLASSIC	Blue, Gold	8	200	30.93	247.42	1,237.10	34.02	272.16	1,360.81	37.60	
LONGBEACH	Rich Blue +Fresh Burst, Original Yellow +Fresh Burst, Fine Silver +Fresh Burst, Menthol Green +Fresh Burst	8	200	33.10	264.81	1,324.05	36.41	291.29	1,456.46	40.25	
PETER JACKSON	Original Blue +Fresh Burst, Rich Gold +Fresh Burst	8	200	34.14	273.12	1,365.60	37.55	300.43	1,502.16	41.50	
MARLBORO	Red, Gold, Ice Blast	8	200	38.73	309.86	1,549.30	42.60	340.85	1,704.23	47.10	
ALPINE	Filter Menthol, Menthol Original, Menthol Rich, Menthol Fine, Menthol Supreme	8	200	40.01	320.07	1,600.35	44.01	352.08	1,760.39	48.65	
30's PACKING											
BOND STREET	Red, Blue, Gold, Menthol	6	180	39.17	235.03	1,305.70	43.09	258.53	1,436.27	47.60	
BOND STREET CLASSIC	Red, Blue, Gold	6	180	37.11	222.68	1,237.10	40.82	244.95	1,360.81	45.10	
LONGBEACH	Original Yellow, Rich Blue, Fine Silver, Menthol Green	6	180	43.53	261.20	1,451.10	47.88	287.32	1,596.21	52.90	
LONGBEACH	Rich Blue +Fresh Burst, Original Yellow +Fresh Burst, Menthol Green +Fresh Burst	6	180	40.32	241.91	1,343.95	44.35	266.10	1,478.35	49.00	
PETER JACKSON	Virginia Red, Original Blue, Rich Gold, Fine Silver, Supreme White, Menthol Green	6	180	44.24	265.41	1,474.50	48.66	291.95	1,621.95	53.75	
PETER JACKSON CLASSIC	Blue, Gold	6	180	38.69	232.16	1,289.75	42.56	255.38	1,418.73	47.05	
40's PACKING											
CHOICE SIGNATURE	Bold Red, Original Blue, Blonde Gold	4	160	48.02	192.09	1,200.55	52.82	211.30	1,320.61	58.35	
BOND STREET	Red, Blue, Gold, Menthol	4	160	53.15	212.60	1,328.75	58.47	233.86	1,461.63	64.60	
LONGBEACH	Original Yellow, Rich Blue, Fine Silver, Select White, Menthol Green, Menthol Fresh	4	160	54.65	218.59	1,366.20	60.12	240.45	1,502.82	66.40	
PETER JACKSON	Original Blue, Rich Gold	4	160	54.73	218.91	1,368.20	60.20	240.80	1,505.02	66.50	
ROLL YOUR OWN				WHOLESALE LIST PRICE							RRP*
BRAND	VARIANT	Per Outer		GST Exclusive			GST Inclusive			GST Inclusive	
		Pouches	Grams	Per Pouch	Per Outer	Per KG	Per Pkt	Per Ctn	Per 000'	Per Pouch	
15 GRAMS											
15 g not available in QLD & NT											
BOND STREET	Red, Blue, Gold	5	75	26.71	133.57	1,780.90	29.38	146.93	1,958.99	32.20	
CRAFTSMAN	Brunswick Blend, Sailors Rum	5	75	26.80	134.00	1,786.60	29.48	147.40	1,965.26	32.30	
PETER JACKSON	Blue **	5	75	26.90	134.49	1,793.15	29.59	147.94	1,972.47	32.40	
25 GRAMS											
BOND STREET	Red, Blue, Gold	5	125	42.42	212.09	1,696.70	46.66	233.30	1,866.37	51.10	
CRAFTSMAN	Brunswick Blend, Sailors Rum	5	125	42.43	212.14	1,697.15	46.67	233.35	1,866.87	51.10	
CHOICE	Full Red, Original Blue, Rich Gold	5	125	42.52	212.61	1,700.90	46.77	233.87	1,870.99	51.20	
LONGBEACH	Original Yellow, Rich	5	125	42.60	212.99	1,703.95	46.86	234.29	1,874.35	51.30	
PETER JACKSON	Blue **	5	125	42.68	213.39	1,707.15	46.95	234.73	1,877.87	51.40	
45 GRAMS											
LONGBEACH	Original Yellow, Rich	5	225	75.19	375.94	1,670.85	82.71	413.53	1,837.94	90.55	
CIGARS				WHOLESALE LIST PRICE							RRP*
BRAND	VARIANT	Per Outer		GST Exclusive			GST Inclusive			GST Inclusive	
		Packs	Sticks	Per Pack	Per '00	Per '00	Per Pack	Per '00'	Per Pkt		
10s											
WILLEM II WEE WILLEM	Regular, Blue, Gold	1	10		21.77	217.74		23.95	239.51	29.95	

* Recommended Retail Prices

** Delisted products - these items have been discontinued.

The quoted Recommended Retail Price (RRP) is recommendation only and there is no obligation to comply with this recommendation.

Individual retailers should seek their own professional advice in respect of any pricing issues.

If you require additional information please call the Philip Morris Customer Service Department on 1800 135 723.

Confidential and intended for the Tobacco Trade only.

Issued 26th Feb 2021