



LIZ MURRILL
ATTORNEY GENERAL

STATE OF LOUISIANA
DEPARTMENT OF JUSTICE
OFFICE OF THE ATTORNEY GENERAL
P.O. BOX 94005
BATON ROUGE, LA
70804-9005

La. R.S. 13:5071, et seq. – NOTICE OF CHANGE TO BRAND DIRECTORY

Date of Notice: June 5, 2026

**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 **June 20, 2026**. 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>
King Maker Marketing, Inc (SPM)	Ace* Ultra Buy* Wildhorse*	NOT APPROVED	UNITED STATES
Premier Manufacturing, Inc (SPM)	Manitou	NOT APPROVED	UNITED STATES

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R.J. Reynolds Tobacco Co. (OPM)	Doral	APPROVED	MEXICO
Scandinavian Tobacco Group Lane Ltd (Formerly Lane Limited) (SPM)	Leaf by Lane Ltd. (RYO)	NOT APPROVED	DENMARK

**The Ace, Ultra Buy, and Wildhorse cigarette brand families with Dominican Republic countries of origin remain approved on the state directory.*

**The Doral cigarette brand family with United States country of origin remain approved of 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: _____

- 3) Name of person completing this form: _____

Title: _____ Date: _____

Phone number: _____

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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