New Jersey Division of Taxation Minimum Legal Prices on Cigarettes as of October 26, 2026

By virtue of the authority granted by c247, laws of 1952, it is hereby declared, subject to subsequent change,
that the minimum prices at which cigarettes may be sold in New Jersey is set forth on this page and the next two pages.

Brand Family	Company	Number of Cigarettes per Pack	Number of Packs per Carton	Number of Cigarettes per Carton	MFG Price per 1,000 Cigarettes	Wholesale Pick up Carton Price	Wholesale Delivered Carton Price	Retail Carton Price	Retail Pack Price
Malibu	Commonwealth Brands, Inc.	20	10	200	$137.00	$60.42	$60.85	$65.26	$6.53
Montclair (All Styles)	Commonwealth Brands, Inc.	20	10	200	$259.25	$86.15	$86.77	$93.05	$9.31
Sonoma	Commonwealth Brands, Inc.	20	10	200	$216.00	$77.05	$77.60	$83.22	$8.33
USA Gold	Commonwealth Brands, Inc.	20	10	200	$477.75	$132.15	$133.09	$142.73	$14.28
Crowns	Commonwealth Brands, Inc.	20	10	200	$180.95	$69.67	$70.17	$75.25	$7.53
305 (All Styles)	Dosal Tobacco Corporation	20	10	200	$104.25	$53.52	$53.91	$57.81	$5.79
DTC (All Styles)	Dosal Tobacco Corporation	20	10	200	$102.75	$53.21	$53.59	$57.47	$5.75
Competidora (All Styles)	Dosal Tobacco Corporation	20	10	200	$107.00	$54.10	$54.49	$58.43	$5.85
Seneca Full Flavor King, Full Flavor 100 (All Styles)	Grand River Enterprises Six Nations, Ltd.	20	10	200	$127.90	$58.50	$58.92	$63.18	$6.32
Seneca Full Flavor 120 (All Styles)	Grand River Enterprises Six Nations, Ltd.	20	10	200	$133.85	$59.76	$60.18	$64.55	$6.46
Kool	ITG Brands, LLC	20	10	200	$390.70	$113.82	$114.63	$122.93	$12.30
Kool Black	ITG Brands, LLC	20	10	200	$246.25	$83.42	$84.01	$90.10	$9.01
Kool Luxe	ITG Brands, LLC	20	10	200	$390.70	$113.82	$114.63	$122.93	$12.30
Fortuna	ITG Brands, LLC	20	10	200	$446.20	$125.51	$126.40	$135.56	$13.56
Maverick	ITG Brands, LLC	20	10	200	$284.70	$91.51	$92.16	$98.84	$9.89
Rave	ITG Brands, LLC	20	10	200	$446.20	$125.51	$126.40	$135.56	$13.56
Salem	ITG Brands, LLC	20	10	200	$537.20	$144.66	$145.69	$156.24	$15.63
Winston Select	ITG Brands, LLC	20	10	200	$242.75	$82.68	$83.27	$89.30	$8.93
Winston	ITG Brands, LLC	20	10	200	$385.70	$112.77	$113.57	$121.80	$12.18
Wave	JT International U.S.A., Inc.	20	10	200	$279.70	$90.46	$91.10	$97.70	$9.77
Wings	JT International U.S.A., Inc.	20	10	200	$205.00	$74.73	$75.26	$80.71	$8.08
LD by L. Ducat	JT International U.S.A., Inc.	20	10	200	$153.25	$63.84	$64.29	$68.95	$6.90
Export A	JT International U.S.A., Inc.	20	10	200	$358.25	$106.99	$107.75	$115.55	$11.56
Ace	King Maker Marketing, Inc.	20	10	200	$105.00	$53.68	$54.06	$57.98	$5.80
Ultra Buy	King Maker Marketing, Inc.	20	10	200	$105.00	$53.68	$54.06	$57.98	$5.80
Wildhorse (All Styles)	King Maker Marketing, Inc.	20	10	200	$153.25	$63.84	$64.29	$68.95	$6.90
Eve (All Styles)	Liggett Group, LLC	20	10	200	$440.70	$124.35	$125.23	$134.30	$13.43
Grand Prix (All Styles)	Liggett Group, LLC	20	10	200	$413.70	$118.66	$119.51	$128.16	$12.82
Liggett Select (All Styles)	Liggett Group, LLC	20	10	200	$428.45	$121.77	$122.64	$131.52	$13.16
Montego	Liggett Group, LLC	20	10	200	$205.25	$74.79	$75.32	$80.78	$8.08
Pyramid (All Styles)	Liggett Group, LLC	20	10	200	$353.75	$106.04	$106.80	$114.53	$11.46
Pinnacle Full Flavor, Gold, Menthol	NASCO Products, LLC	20	10	200	$171.25	$67.63	$68.11	$73.05	$7.31
Pinnacle Blue, Dark Green, Yellow	NASCO Products, LLC	20	10	200	$230.00	$79.99	$80.56	$86.39	$8.64
Pinnacle VLN King Box	NASCO Products, LLC	20	10	200	$279.75	$90.47	$91.11	$97.71	$9.78
SF Red, Blue, Gray, Menthol	NASCO Products, LLC	20	10	200	$170.00	$67.36	$67.84	$72.75	$7.28
SF Non-Filter King Box	NASCO Products, LLC	20	10	200	$187.25	$71.00	$71.50	$76.68	$7.67

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SF Black Label	NASCO Products, LLC	20	10	200	$230.00	$79.99	$80.56	$86.39	$8.64
SF VLN King Box	NASCO Products, LLC	20	10	200	$279.75	$90.47	$91.11	$97.71	$9.78
VLN King, Menthol King, Red King	NASCO Products, LLC	20	10	200	$322.50	$99.47	$100.17	$107.43	$10.75
Basic	Philip Morris USA, Inc.	20	10	200	$206.75	$75.10	$75.64	$81.11	$8.12
Benson & Hedges	Philip Morris USA, Inc.	20	10	200	$580.50	$153.78	$154.87	$166.09	$16.61
Chesterfield	Philip Morris USA, Inc.	20	10	200	$232.20	$80.46	$81.03	$86.90	$8.69
L&M	Philip Morris USA, Inc.	20	10	200	$383.20	$112.24	$113.04	$121.22	$12.13
Marlboro Cowboy Cut	Philip Morris USA, Inc.	20	10	200	$363.00	$107.99	$108.76	$116.63	$11.67
Marlboro Mainline Non-Menthol	Philip Morris USA, Inc.	20	10	200	$441.20	$124.45	$125.34	$134.41	$13.45
Marlboro Mainline Menthol & Ice	Philip Morris USA, Inc.	20	10	200	$478.70	$132.35	$133.29	$142.94	$14.30
Marlboro 72's excluding Green & Black	Philip Morris USA, Inc.	20	10	200	$411.20	$118.14	$118.98	$127.60	$12.76
Marlboro 72's - Green, Black	Philip Morris USA, Inc.	20	10	200	$441.20	$124.45	$125.34	$134.41	$13.45
Marlboro Special Select	Philip Morris USA, Inc.	20	10	200	$423.70	$120.77	$121.63	$130.44	$13.05
Marlboro Black, NXT, Midnight, Slate, Gold Label	Philip Morris USA, Inc.	20	10	200	$411.20	$118.14	$118.98	$127.60	$12.76
Merit	Philip Morris USA, Inc.	20	10	200	$580.50	$153.78	$154.87	$166.09	$16.61
Nat's (All Styles)	Philip Morris USA, Inc.	20	10	200	$392.70	$114.24	$115.06	$123.38	$12.34
Parliament	Philip Morris USA, Inc.	20	10	200	$521.20	$141.29	$142.30	$152.60	$15.26
Virginia Slims (Includes Superslims)	Philip Morris USA, Inc.	20	10	200	$521.20	$141.29	$142.30	$152.60	$15.26
1839	Premier Manufacturing	20	10	200	$240.50	$82.21	$82.79	$88.79	$8.88
1st Class (All Styles)	Premier Manufacturing	20	10	200	$242.00	$82.52	$83.11	$89.13	$8.92
Shield (All Styles)	Premier Manufacturing	20	10	200	$188.25	$71.21	$71.71	$76.91	$7.70
Traffic	Premier Manufacturing	20	10	200	$104.25	$53.52	$53.91	$57.81	$5.79
Camel Non-Filter	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Camel (Excluding Non-Filter)	R.J. Reynolds Tobacco Company	20	10	200	$537.00	$144.62	$145.65	$156.19	$15.62
Camel Classic Box (Blue, Blue 99, Filter, Filter 99, Gold, Gold 99)	R.J. Reynolds Tobacco Company	20	10	200	$425.00	$121.04	$121.90	$130.73	$13.08
Camel Crush (incl Rich, Menthol, Menthol Silver)	R.J. Reynolds Tobacco Company	20	10	200	$430.00	$122.09	$122.96	$131.86	$13.19
Camel Turkish (Royal, Gold, Silver, Jade, Jade Silver)	R.J. Reynolds Tobacco Company	20	10	200	$537.00	$144.62	$145.65	$156.19	$15.62
Camel No. 9, Classic Blue, Filter, Platinum, Wide	R.J. Reynolds Tobacco Company	20	10	200	$537.00	$144.62	$145.65	$156.19	$15.62
Camel (Royal, Gold, Silver, Jade, Jade Silver)	R.J. Reynolds Tobacco Company	20	10	200	$425.00	$121.04	$121.90	$130.73	$13.08
Capri, Carlton, Dunhill, Eclipse	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Doral	R.J. Reynolds Tobacco Company	20	10	200	$315.25	$97.94	$98.64	$105.78	$10.58
GPC, Kamel Red, Monarch, Old Gold	R.J. Reynolds Tobacco Company	20	10	200	$604.50	$158.83	$159.96	$171.54	$17.16
Kent	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Lucky Strike NF	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Lucky Strike (Excluding Non-Filter)	R.J. Reynolds Tobacco Company	20	10	200	$245.75	$83.31	$83.90	$89.98	$9.00
Misty	R.J. Reynolds Tobacco Company	20	10	200	$554.50	$148.30	$149.36	$160.17	$16.02
More 120	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29

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Newport 100s, Kings, Soft Pack Styles	R.J. Reynolds Tobacco Company	20	10	200	$423.50	$120.73	$121.59	$130.39	$13.04
Newport Box, 100s Box	R.J. Reynolds Tobacco Company	20	10	200	$461.00	$128.62	$129.54	$138.91	$13.90
Newport Menthol Gold, Blue, Smooth Select & Platinum	R.J. Reynolds Tobacco Company	20	10	200	$436.00	$123.36	$124.24	$133.23	$13.33
Newport Non-Menthol	R.J. Reynolds Tobacco Company	20	10	200	$387.00	$113.04	$113.85	$122.09	$12.21
Now	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Pall Mall Non-Filter King Soft Pack	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Pall Mall Gold Filter 100 Soft Pack	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Pall Mall Box Savings Brands	R.J. Reynolds Tobacco Company	20	10	200	$376.50	$110.83	$111.62	$119.70	$11.97
Pall Mall Select	R.J. Reynolds Tobacco Company	20	10	200	$227.25	$79.42	$79.98	$85.78	$8.58
State Express 555	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Tareyton, True, Vantage	R.J. Reynolds Tobacco Company	20	10	200	$654.50	$169.35	$170.56	$182.90	$18.29
Natural American Spirit (excluding Turquoise, Gold, Sky, Green, Dark Green)	Santa Fe Natural Tobacco Company, Inc.	20	10	200	$474.50	$131.46	$132.40	$141.98	$14.20
Natural American Spirit Turquoise, Gold, Sky, Green, Dark Green	Santa Fe Natural Tobacco Company, Inc.	20	10	200	$498.50	$136.51	$137.49	$147.44	$14.75
Eagle 20's	Vector Tobacco	20	10	200	$304.75	$95.73	$96.41	$103.39	$10.34
USA	Vector Tobacco	20	10	200	$184.35	$70.39	$70.89	$76.03	$7.61
American Bison	Wind River Tobacco Company, LLC	20	10	200	$123.00	$57.47	$57.88	$62.07	$6.21
Nashville	Wind River Tobacco Company, LLC	20	10	200	$132.50	$59.47	$59.89	$64.23	$6.43
Teton No. 18	Wind River Tobacco Company, LLC	20	10	200	$108.00	$54.31	$54.70	$58.66	$5.87
Teton No. 6	Wind River Tobacco Company, LLC	20	10	200	$108.00	$54.31	$54.70	$58.66	$5.87
24/7	Xcaliber International, Ltd., L.L.C.	20	10	200	$133.25	$59.63	$60.05	$64.41	$6.45
Berley	Xcaliber International, Ltd., L.L.C.	20	10	200	$156.25	$64.47	$64.93	$69.63	$6.97
Echo	Xcaliber International, Ltd., L.L.C.	20	10	200	$212.00	$76.21	$76.75	$82.31	$8.24
Edgefield	Xcaliber International, Ltd., L.L.C.	20	10	200	$172.75	$67.94	$68.43	$73.38	$7.34
Main Street	Xcaliber International, Ltd., L.L.C.	20	10	200	$125.75	$58.05	$58.46	$62.70	$6.27

These prices are based upon information available as of the date of issuance and are subject to change as further information is received from the manufacturers.
Call 609-633-8878 to verify minimum prices for any cigarette brand that is not listed on this cigarette minimum price list.
The cigarette brands shown above are legally allowed to be sold in New Jersey.

It is unlawful for any person to stamp, sell, offer, or possess for sale a package or container of cigarettes of a tobacco manufacturer or a brand family not published in the AG's Tobacco Manufacturer Directory.
The Attorney General's Tobacco Manufacturer Directory is located at: nj.gov/oag/oag_tobacco.html

10/22/2026

Marita R. Sciarrotta, Director
Division of Taxation